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74th YEAR

JANUARY 1951

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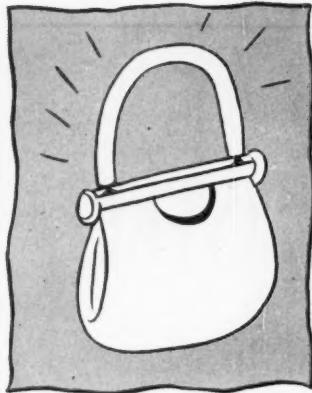
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2. ...You've got to show her what it will carry and how *smart it will look!*



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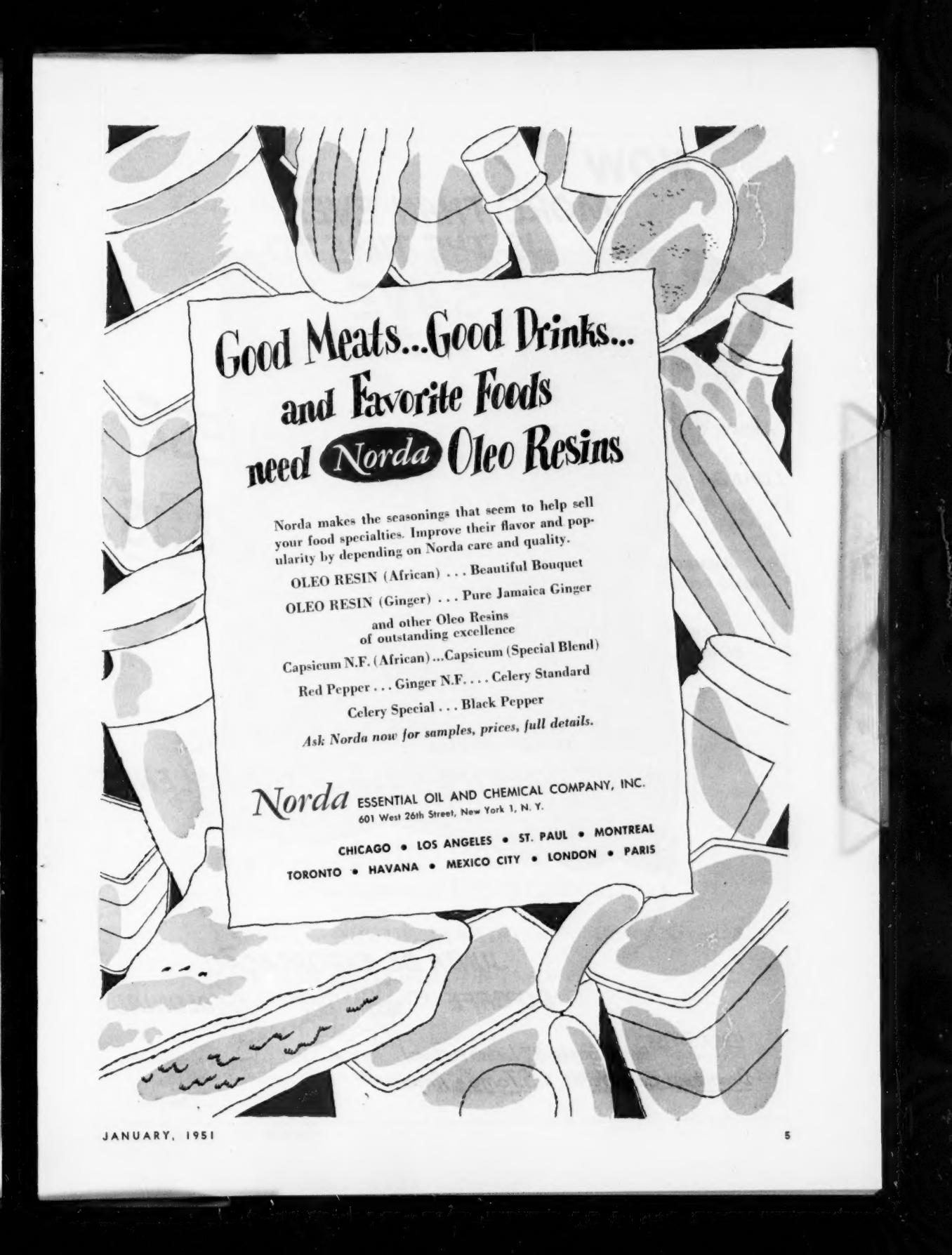
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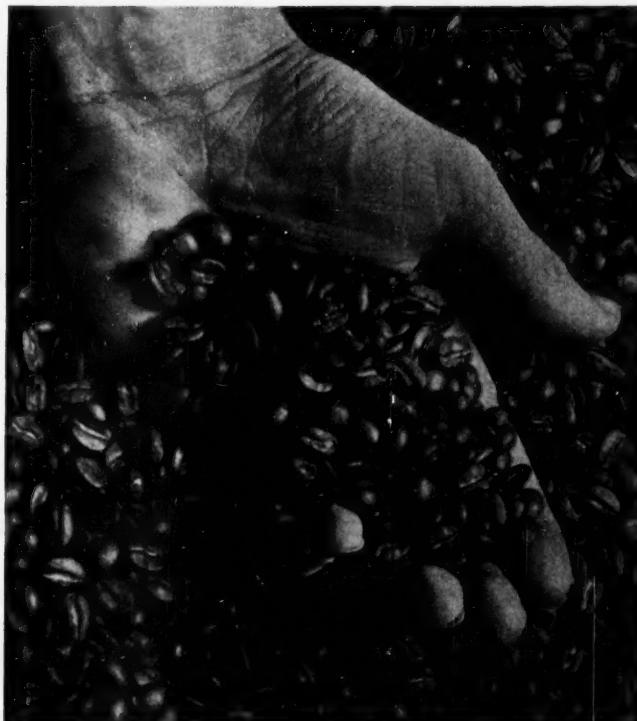
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to all our many friends

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JANUARY, 1951



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That's why we are really geared to handle your coffee can business — not only with strategically located plants, but also with flexible facilities for making a standard coffee can. And our expert technicians are eager and willing to help you with your specific problems. May we sit down with you soon and talk over your coffee can requirements?

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2—BAG CLOSERS

Just issued is a new brochure which gives complete information about Union Special equipment for filling closed bags. Data is included on sewing heads, columns, tables, conveyors and accessories. A packer, knowing his daily capacity, bag sizes, weights and type of closure required can quickly locate in handy charts the exact equipment to fit his particular needs. Union Special Machine Co., 490 North Franklin Street, Chicago 10, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic sugar feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerville Ave., Philadelphia 24.

4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

5—SHIPPING CASE HANDBOOK

Every user of corrugated or solid fibre-board boxes will want this handbook, prepared by the Fibre Box Association. Included are specifications, carrier rules—railroad, railway express, motor carrier, air cargo, parcel post—and other data. Copies are being made available without charge by the Robert Gair Company, Inc., 155 East 44th Street, New York 17, N. Y.

6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

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74th Year

Formerly THE SPICE MILL

Vol. 74, No. 1

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JANUARY 1951

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74th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

JANUARY, 1951

13

Coffee convention sets industry's course for defense economy

At the largest convention in its history, the National Coffee Association added up the score for one of the most unusual years the industry has ever experienced—and found cause for confidence in the result.

During the year the trade experienced losses, it was reported, but no disasters. Some of the damage, particularly in the area of public goodwill, was already being repaired. And while there had been market crises, there was no hysteria. By and large, it was indicated, the coffee industry had taken the unique year in its stride.

The record-breaking coffee gathering also looked at problems foreshadowed by the country's stepped-up swing to a war economy.

About 800 members of the trade, friends from allied industries and guests from producing countries, most of them accompanied by their wives, traveled to the lush Boca Raton Club, Boca Raton, Florida, for NCA's second successive convention at that resort.

The coffee folk made the most of the opportunities to fish in Gulf Stream waters, swim in semi-tropical, early December warmth, golf on Boca Raton's sleek, green courses. But the conventioneers had not made the trek just for the recreation.

Changing conditions

They had come, in the main, to find out how the industry had been affected by the year's drastic shifts in prices, and how it would be affected by the coming year's shift to war production. To get answers, they jam-packed each of the four morning business sessions.

In his keynote talk, NCA President James A. DeArmond told the convention that if all-out war should come, this industry would first make certain that the men and women of the armed forces would have all the coffee they need, and secondly the industry would at all times do all within its power to keep the American consumer fully supplied with coffee at the lowest possible cost.

Mr. DeArmond recalled that before the previous year's convention had adjourned, the trade was already feeling the cold breath of consumer disapproval.

"Having lived in the sunshine of public goodwill for so long, we saw with surprise and concern the gathering clouds of active hostility," he said. "For the first time we were faced with the necessity of doing some really active thinking about a problem of public relations. We have been doing some actual thinking—and we have been successfully putting some of this thought into action. We have developed a machine and have put it through its trial run. We know it will work."

Mr. DeArmond emphasized that the importance of proper public understanding of coffee problems was far greater than even most coffee men realize. He pointed out that at the time of the last war, the coffee industry, on the face of things, was in a poor position to demand attention. The industry commands no great number of votes in its own right, and with narrow profit margins it cannot afford a slush fund to dramatize its situation.

"Nevertheless, we were well treated," Mr. DeArmond stated. "We got the ships and the supplies and kept our industry on a pretty even keel. We supplied the public with coffee and we kept all branches of the industry performing their normal functions."

All this was accomplished, Mr. DeArmond explained, because NCA discovered its one great strength and used it with persistence and skill. That strength was public goodwill, which made it possible to identify the interests of the coffee industry exactly with the interests of the consuming public.

Public goodwill

"Today, when we need it most, the value of that asset of public goodwill has been very materially diminished," Mr. DeArmond warned. "The direct loss in sales is important enough, but we stand to lose a great deal more. It is a matter of fact that coffee has been discussed in high circles as a safe sacrifice for appeasing growing public resentment over general inflation tendencies."

The industry's major objective has been to make such action seem unwise, and in this it has probably been successful, Mr. DeArmond added. "We feel reasonably confident predicting now that, if such controls come, coffee will be included only in general regulations and will not be selected for special and punitive treatment," he declared.

Harking back to the abnormal conditions of the past year, Mr. DeArmond said the grocery section of the coffee industry came through in creditable fashion. While there were some abuses in the use of competitive advertising copy, it was not as widespread as might have been expected and it didn't do any serious over-all damage to the industry, he reported. Moreover, since the companies avoiding this type of copy seem to have done quite as well as those who did use it, this problem will probably soon cure itself.

But in the restaurant field, Mr. DeArmond pointed out,



Re-elected: Continuing at the helm of the National Coffee Association for another year are (from left) Executive Vice President W. F. Williamson, Vice President Ed Aborn, President James A. DeArmond.



Brazilians at the Boca Raton convention are welcomed by NCA President DeArmond (right). Among the visitors were (from left) Alceu Martins Parreira, Dr. Berganquer Cesar, Assis Chateaubriand, Bento Munhoz da Rocha, Joao Rosato, Mrs. Pedro Celina Lunardelli and Julio Pimenta. Mr. da Rocha is governor-elect of the state of Parana. Mr. Chateaubriand heads a chain of 28 newspapers and 24 radio stations in Brazil.

the abuses were excessive and the long-run effects bound to be bad. The net results, he added, create no cause for excessive pride in either the coffee trade or the restaurant industry. The coffee industry must admit it failed to face the facts of life in this case, he said.

"The problem is to repair the damage," Mr. DeArmond continued. "We have had numerous conferences during the year with the leaders of the restaurant industry looking to the development of a corrective program. Not enough progress has been made, but the ground has been explored."

From restaurant industry

He declared that the interest of the restaurant trade was shown by the presence at the coffee convention of the four principal officers of the National Restaurant Association. He was confident that from the joint work of the two associations, NCA and NRA, would come not only a correction of existing abuses but the establishment of coffee service to the public on an even better level than before the trouble started.

"I wish it were possible for me to report that our relations with the Pan-American Coffee Bureau have been harmonious and fruitful during the year," Mr. DeArmond went on. "However, you are aware that such was not the case. It is not my purpose here to assess the blame for this very costly failure. However, I do wish to state that I believe the situation can and will be corrected."

He shared a common feeling, Mr. DeArmond revealed, that the year ahead may mark many fundamental changes in our way of life as an industry. He said the year will require the utmost skill to protect and promote the industry and the product, and pointed out that we can successfully meet the problems only if the trade is united, with singleness of purpose, and with the wholehearted support of all segments of the trade.

At its final session, the convention re-elected Mr. DeArmond for another term, and Edward Aborn was named to continue as vice president. Albert Ehlers was elected treasurer, succeeding John Heron.

The convention also elected, as directors for the 1950-53 term, Earl B. Ackerman, Otis McAllister Coffee Corp., New York City; J. D. Anderson, Southland Coffee Co., Atlanta; Wesley C. Becker, agent, Hard & Rand, Inc., Chicago; Edward Bransten, Jr., M.J.B. Co., San Francisco; W. M. Cain, Cain's Coffee Co., Oklahoma City; John T. Hanson, Nash Coffee Co., St. Paul; William V. Lynch, W. R. Grace & Co., San Francisco; Donovan B. Stetler, Standard Brands, Inc., New York City; George Westfeldt, Jr., Westfeldt Bros., New Orleans.

The convention warmly greeted a delegation of prominent Brazilians introduced by Berent Friele, long a leading member of the coffee industry and now associated with the International Basic Economy Corp.

Bento Munhoz da Rocha, governor-elect of the state of Parana, was presented by Mr. Friele as head of the delegation; told the convention that "One thing should be kept in mind—there can be no ideas of inferiority or superiority." Mr. da Rocha told the convention. "The interest of all is the paramount objective of our two countries. We cannot disregard the fact that coffee is a source of dollars for my country. However, Brazil is the source of dollar sales to yours. Coffee is more than green gold. Coffee is our blood."

Among the distinguished Brazilians was Assis Chateaubriand, head of the Diarios Associados chain of 28 newspapers and owner of four magazines, 24 radio stations and two television transmitters, the first in South America. He is also, Mr. Friele pointed out, a coffee planter, since he has a 40,000-tree fazenda.

The convention was charmed by Mrs. Pedro Celina Lunardelli, daughter-in-law of Geremia Lunardelli, owner of the world's biggest coffee plantations, with 12,000,000 trees, many of them in Parana. She was accompanied by her daughter.

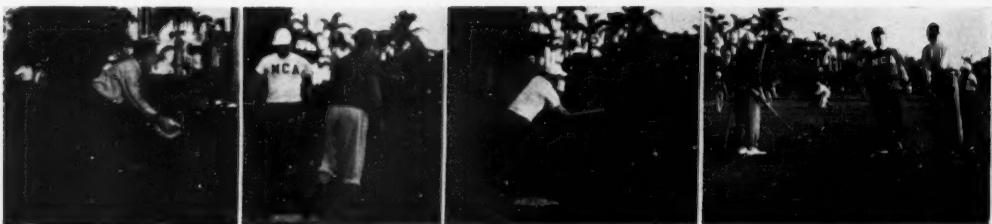
... and producing countries

Mr. Friele also introduced Alceu Martins Parreira, who was serving his final term as president of the Associacao Comercio de Santos; Joao Rosato, a coffee exporter; Luiz and Paulo Suplicy, Santos coffee brokers; Julio Pimenta, a coffee planter; Jose Garrido-Torres, head of the Brazilian Government Trade Bureau in New York City; Dr. Berganquer Cesar, consul general of Brazil in New York City, representing Lucas Nogueira Garcez, governor-elect of the state of Sao Paulo, who had been called back unexpectedly to Brazil and was unable to attend the convention; Olavo Fontura, prominent in Brazil's drug industry and owner of the private plane in which the delegation flew to the United States; and Gastao Veiga, manufacturer and amateur pilot.

President DeArmond presented Andres Uribe, representative of the National Federation of Coffee Growers of Colombia and acting president of the Pan-American Coffee Bureau. Referring to the NCA-PACB dispute, Mr. Uribe said he wanted to express, for the producing countries, the best and friendliest sentiments towards the coffee trade of the United States. He said this was not the time to go into the details of the situation.

The conventioners were welcomed to Florida by J. S.

(Continued on page 58)



"Put it there . . ."

Another run

A grounder to the infield

There's no place like home

Coffee folk take to sports at Boca

During most of NCA convention, Florida turned on pleasant, mild sunshine—and the coffee folk took advantage of it to make full use of the unique facilities for recreation offered by the Boca Raton Club.

They golfed and fished and played tennis and absorbed sunshine on the beach and at the swimming pools. Not until afterwards did they realize how fortunate they had been. A cold spell had chilled Florida before they arrived—and temperatures dropped again after they left!

Golfers at the Boca Raton found themselves in a dilemma. They felt the pull of the two championship golf courses—and they were also tugged by the lure of the fishing fleet. Many of them worked out a satisfactory solution. They did both—golfing and fishing.

By coincidence—and, we are assured, nothing but coincidence—first place in the members' golf tournament was nailed down by the man in charge of golf arrangements for the convention, L. W. Oehmig, of the Fleetwood Coffee Co., Chattanooga. He came through with a net score of 68.

Other golf winners

In second place, with a net of 69, was NCA President James A. DeArmond, who was matched with a 69 net by Richard Sutherland, of Leon Israel & Bros., Inc. Behind these leaders came Earl P. Bartlett, Jr., with 70.

Harold Hanson and M. Legendre went around in 71 net, while 72's were scored by G. W. Dodge, Weldon Emigh, Durand Fletcher, John J. Beardsley and B. J. Wells.

Other winners, and their scores, were: William Cain, 73; J. A. McMillan, 73; Edward Aborn, 74; Milton Ruth, 74; William J. Rowe, 74; William Ullman, 74; A. Cohn, 74; T. F. Arkell, 75; Richard H. Cardwell, 75; R. B. Sasseen, 75; J. G. Fiveash, 75; C. T. Steele, 75; R. R. Quinlan, 75; W. Van Rooy, 76; Earl P. Bartlett, Sr., 76; William V. Lynch, 76; Philip I. Eisenmenger, 76; A. Legendre, 77; A. N. Zander, 77; T. W. Sexton, 77; J. F. Sullivan, 77; Ed Washa, 77; H. N. Sauvage, 77; Ed Bransten, 78 and Overton Dickinson, 78.

Top man in the golf tournament for NCA guests was F. L. Markey, of R. Markey & Sons, Inc., who came through with a net of 70. He was trailed by R. E. Williams, of the B. F. Gump Co., who scored a 71 net, and D. Sweet, who rolled up the same tally.

Other winners in this tournament were Captain Holt, with 72; W. Gaudet, 72; C. Lange, 72; M. T. Creswick, 72; F. S. Hinkle, 73; J. P. Rees, 74; W. P. Murray, 74 and A. J. Pasch, 75.

In the hole-in-one contest, R. L. Perin put the ball two

feet three and three-quarter inches from the cup to squeak through as the winner. A scant quarter of an inch behind him was George Foley. Third man in this competition was E. C. Rendahl, who set his ball down three feet eight and a half inches from the cup. Earl P. Bartlett, Jr., trailed with a shot four feet ten inches from the hole.

On the distaff side, the ladies putting contest saw Mrs. Arthur L. Ransohoff emerge the winner, with Mrs. E. K. Walsh the runner-up. Behind these leaders came Mrs. R. A. Medina and Mrs. W. Ullman.

In a keenly contested match on the fast Boca Raton courts, Charles Mattman and F. M. Kurtz won the doubles tennis tournament, edging out Henry S. Weeks and Captain Holt.

It took a Californian to catch the biggest fish in these Floridian waters. Olin K. Howell, of Ziel & Co., San Francisco, won first prize in the fishing tournament with an impressive seven-foot nine-inch sailfish.

F. M. Kurtz, demonstrating that he can handle a rod and reel as well as a tennis racquet, brought in a 37-pound Warsaw grouper. This catch turned out to be the largest edible fish landed in the tournament and brought Mr. Kurtz second prize.

The rarest fish, a 24-pound cobia, was caught by E. C. Rendahl. (If you want to know what a cobia looks like, don't ask us. Write Mr. Rendahl at the Winston & Newell Co., Minneapolis.)

Fourth prize in the fishing tournament was captured by Ed

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Grinning with joy is Olin K. Howell, of Ziel & Co., San Francisco. That sailfish, whose sail he's helping you to see, measured in at seven feet, nine inches — long enough to give Mr. Howell 1st prize in the fishing tournament at the Boca Raton convention.

Ellender to oppose "bureaucratic controls" of coffee market

"I shall refuse to support any legislation that will permit bureaucratic control of your coffee market."

This assurance was given the Boca Raton, Florida, convention of the National Coffee Association by Senator Allen J. Ellender, of Louisiana. In the new 82nd Congress, Mr. Ellender is slated to be chairman of the important Senate Committee on Agriculture and Forestry.

In what amounted to a policy statement, Senator Ellender placed himself in opposition to administration plans to tighten Federal controls over the nation's commodity exchanges.

Rapping the Gillette report, he said it is **not** an expression of foreign policy promulgated by a policy-making agency of our government. It is only a report to a Senate committee, or in the last analysis, an opinion of a very small group of investigators in the United States Senate, he declared, adding that it was not, and should never have been construed as, an official slap at our friends and neighbors to the south.

"It is indeed most regrettable that the coffee report received the publicity and notoriety that it did," he stated. "Unfortunately, the time of its publication coincided with some elections being held in South America. It became, therefore, a political springboard for anti-American interests, who sought to represent it as an official statement of our government. It was because of this that the coffee report assumed international proportions all out of reason to what it was, and is—the result of hearings held by a reporting sub-group of a Congressional committee.

Some relaxation and clarification of the coffee situation has come with time, he indicated. The over-all cost of living and of food has continued to climb but coffee is no longer a pacemaker in the upward procession. Coffee is off the fire, so to speak.

Referring to coffee supplies, Senator Ellender pointed out that comprehensive report by the U.S.D.A. forecasts world coffee production in 1950-51 forecast at about two per cent below the 1949-50 output. The total crop is estimated at 36,766,000 bags.

"There is, as there should be, considerable coffee usage in the producing countries," Senator Ellender continued. "The forecast for **exportable** production in 1950-51 is 28,445,000 bags, as compared with 29,085,000 in 1949-50, 30,485,000 in 1948-49 and a much larger prewar average of 35,017,000 bags.

"The crop in Brazil of 17,800,000 bags is significantly lower than the 19,250,000 bags of last year and much lower than the 25,350,000 bags prewar average. The Colombian crop of 5,740,000 bags is only slightly less than last year and substantially more than the 4,452,000 bags average of 1935-39. Guatemala actually came out with 50,000 bags more than in the previous year.

"The Asian crop is up by about 200,000 bags as compared with last year, but nevertheless produced little more than half as much as prewar.

"You very probably have heard something of increasing

production in Africa. You are likely to hear still more of it in years ahead. The facts seem to substantiate the rumors. The 1950-51 African crop is forecast at 4,671,000 bags, substantially more than the 4,176,000 of 1949-50 and a large increase over the 2,602,000 bags average of prewar."

Senator Ellender added that apparently there has been some decline due in part, at least, to higher prices in producing countries. Some think that consumption in the



The gentlemen from Louisiana (from left): Albert Hanemann, Brazilian Warrant Co., Inc.; William D. Roussel, W. D. Roussel & Co., Inc.; Senator Allen J. Ellender; Earl P. Bartlett, American Coffee Co., Inc.

U.S.A. may have declined something like five per cent since mid-1949, he said.

It also seems probable that Western Europe may have been using less coffee during early 1950 than a year previous, he pointed out and cited data showing that ECA authorized between April 3rd, 1948 through June 30th, 1950, a total of \$16,600,000 for coffee procurement but only \$300,000 of that total was authorized April 1st to June 30th, 1950.

"All of this suggests that the supply is somewhat tight and consumer resistance substantial," the Senator emphasized. "Expansion in consumption of some competing drinks appears to be in the cards. This, I might add, seems to indicate the need for more effective cooperation between the coffee producer and the coffee consumer."

Senator Ellender declared that not only economically but also militarily we should have the wholehearted cooperation of Latin America. He stressed that the Latin Americans must know they can count on the cooperation of the United States and that no one should forget inter-American relations must be based upon mutuality.

"The benefits flow both ways, as they should, to us and to Latin America," he continued. "It is only on a basis of mutuality that we can build a solid economic and military bulwark."

He told the coffee industry that its business relations with the coffee-producing countries and others in Latin America is a vital one. "You are all ambassadors with

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Coffee in a "warm war" world

Trends in coffee supply and demand will be shaped by answers to such questions as: "Will there be another war?"

Highlights from a convention report.

By A. W. ZELOMEK, Economist
International Statistical Bureau, Inc.

Will there be another war? Will it again shut off the European Market? Or will a period of fear and tension be followed, if not by a true peace, at least by a balance of power that will prevent a new conflict?

The future trend of coffee supply and demand and price depends on the answer to such questions as these.

One thing we can be reasonably sure of: The international outlook makes it very unlikely that we shall have a really peaceful period during the next five years. If there is not a major war within that period, world economic and political trends will be dominated by preparations for it. From your point of view the following is important:

The coffee producing areas will probably be outside of the immediate theaters of war in case of an international conflict with Russia.

The tea producing countries will be far more affected than the coffee producing countries. This includes Africa, which British interests seek to build up as a major source of supply.

Thus even in case of large-scale warfare, production of coffee will probably remain on a high level, while production of other consumer goods may be seriously reduced.

Demand will remain strong.

The present position of coffee is strong. Prices have advanced since the invasion of Korea. But the rise, in my opinion, was not entirely, or even mainly, speculative. The advance during this period was not as marked as for other commodities.

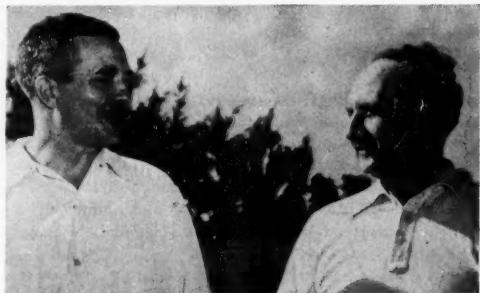
The supply situation has these great elements of strength—greatly reduced stocks; a level of consumption that has been above production; and difficulties that prevent any rapid increase in world output.

Per capita consumption in the United States at its peak of 18.8 pounds in 1946, was up from 11.9 prewar. That was above the prewar level for Sweden and Denmark, which had been the world's leaders on a per capita basis.

Coffee consumption in the United States will go still higher in the next few years. It will expand with income. And income will go up as defense spending rises.

There may be momentary interruptions. Right now, for example, we are midway between the civilian boom let loose in the third quarter by the invasion of Korea, and a defense boom that should be decisively underway by the third quarter of 1951.

And there unquestionably will be controls on prices, the use of materials, etc. But these will fall less heavily on coffee than on many other commodities. And if the foreign situation becomes so desperate that rationing is again imposed, then new peaks will be reached again later when they are removed.



Relaxing at Boca Raton while they talk things over are Arthur A. Anisensel (left) president of the New York City Green Coffee Association, and economist A. W. Zelomek, a convention speaker.

It is possible that Russia will overrun Western Europe and destroy Great Britain. Then imports of coffee would shrink to fractions of "normal" consumption. I do not consider such a development as impossible, but it seems to be only one of the chances of the future. And the other possibilities are more likely.

Unless Russia absorbs Germany into her sphere—and I still believe that this is not likely to happen—Germany will again increase her consumption of coffee. This may not take place in the immediate future, or easily. But further recovery is probable.

In Eastern Germany, consumption will remain low. But in Western Germany it will go up.

Western Germany now experiences a shortage of dollars, and may therefore curtail imports of non-essential and even of essential consumer goods. Yet it is unlikely that a sharp permanent decline of imports of coffee will take place in Western Germany as long as the latter remains part of the Western world.

Western Germany will make special efforts to get a new foothold in Latin American markets. Therefore, large coffee imports will probably be permitted, though a return to peacetime levels may be delayed.

Other European countries, especially Holland and Belgium, will probably increase their imports and consumption of coffee. Holland especially will probably have more dollars available for imports.

Sweden will try, and may succeed, in staying out of another war. In any event, she will try to increase her stocks of coffee. Her dollar position has also improved.

The same applies to Switzerland. She will remain one of

(Continued on page 46)

We've more experience this time, but a tougher job, in problems of . .

Coffee and defense control

The coffee industry once again is facing, as it has faced before, the problem of adjusting its operations to a war economy, W. F. Williamson, executive vice president of the National Coffee Association, told the Boca Raton, Florida, convention.

In some ways the industry's problem is tougher today than during the last war, he explained, but on the other hand the trade has more experience in these matters.

"When we faced this situation before, we had a great reservoir of goodwill on which to base our work," Mr. Williamson explained. "The recognition and the exploitation of this goodwill was the one great asset around which all our Washington activities were centered."

Not easy then—or now

He said that the success of the association in securing supplies and raw materials and its success in protecting the position of all factors in the trade, whether large or small, green or roasted, was so great that in retrospect it looks as if it must have been easy. It was not, he added, nor will it be easy a second time.

"It was accomplished because the industry conducted itself in a sane and intelligent manner and stood solidly back of the men entrusted with the responsibilities of carrying out the day-to-day job, because the industry either consciously or subconsciously understood that matters are not settled in this field by one great victory, one great resounding resolution, but by thousands of little victories obtained without fanfare or publicity," he declared.

"This attitude of confidence and support made possible the accomplishment of our objectives without the necessity of wasteful and constant conferring over details which plagued so many industries. With the experience now back of us, this asset should be of even more importance in our current problem."

Mr. Williamson said it is not generally recognized that the official and military attitude at the beginning of the last war was that coffee was something we could very well do without; that if it was provided at all it should be on a very minimum basis; and that the government might as well handle the whole thing.

This attitude had to be changed before anything could be

accomplished and it was changed by a planned appeal to the interest of the general public," he recalled. "We did finally establish the exactly reverse attitude—that coffee was an essential material of war and of public and military morale. If we had not established this as an assumption at every conference held on the details of the industry's operation, we would, without any question whatever, have suffered irreparable damage."

This time the industry will have a tougher job because of lost public esteem, he predicted. On the other hand, the trade will be better equipped and more experienced in getting its story over to the public, he added.

NCA has consistently advised during the year not to waste time worrying about controls and regulations which were simply not in the cards, Mr. Williamson continued, and all purported inside information could safely be ignored for that period. Now, however, the imposition of increasingly severe controls is a possibility within the very near future, he warned.

"We could fight with every resource at our command the imposition of any restrictive measures on coffee as a product or as an industry and we have, I believe, successfully done that," he emphasized. "We cannot, of course, fight or offer any effective opposition to measures affecting the entire economy. Our problem will be to adjust our industry to take an effective part in an overall war effort."

What is the kind of a problem the industry faces under the circumstances, Mr. Williamson asked.

Coffee trade's formula

"There is one over-riding fact which it really takes a lot of hard knocks to fully appreciate," he explained, "a fact which many business and many professional trade representatives with years of experience have never quite learned. That is, that in a situation of this kind, practically no one has any authority. True, someone eventually signs all these orders, rules and regulations—but, in the usual case, that man has the least real authority of all."

He declared the result is that it is a long, tedious job to get to an issue. If you could simply find a man in authority, get to him and get a yes or no, at least the matter would be

(Continued on page 33)



Earl B. Ackerman



Joseph Bransten



Bill Lynch (left) former PCCA pres.



Donovan B. Stetler

Among the National Coffee Association directors elected for the 1950-53 term at the final session of the annual convention at Boca Raton, Florida, were (from left): Earl B. Ackerman, Edward Bransten, Jr., William V. Lynch and Donovan B. Stetler.



What of the Future?

Who knows what lies ahead in coffee or in our way of life? We must carry on with fortitude and loyalty to our leaders in the present national emergency.

As far as coffee is concerned, history has demonstrated that consumption is maintained, and indeed in greater demand in times of war. Nothing can supplant coffee as a stimulating, an invigorating and satisfying drink.

In periods of stress and uncertainty, consumers turn to coffee more than ever. We of the Coffee Industry can therefore be grateful that the product with which we are allied makes an important contribution to national well being, whatever the times may be.

In the year ahead it will be our earnest desire as brokers and agents to continue to render coffee buyers complete and satisfactory service and help them cope with whatever problems lie ahead.

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Coffee under the Defense Production Act

Powers conferred by the Defense Production Act fall into four general groups, Thomas W. Kelly, of Breed, Abbott & Morgan, general counsel to the National Coffee Association, told the recent Boca Raton, Florida, convention.

The four groups are: (1) fixing of prices and wages; (2) priorities, allocations and requisitions; (3) control of credit; (4) financial aid to defense contractors.

The credit powers, Mr. Kelly pointed out, have already been put to extensive use by the government to control installment buying and construction.

All the powers are delegated to the President who in turn has delegated them to various members of his Cabinet, Mr. Kelly explained.

Priorities, allocations and requisitions relating to food (and coffee) have been delegated to the Secretary of Agriculture, who in turn has handed these powers over to the Production and Marketing Administration, headed by Ralph Traynor.

Powers relating to domestic transportation, storage and port facilities have been delegated to the Interstate Commerce Commission.

The Secretary of Commerce has control power over all products not otherwise conferred upon an individual, such as the control over food given to the Secretary of Agriculture. The Secretary of Commerce passed his power to an agency created by him, the National Production Authority.

Regulations issued so far include the D. O. priority order, which gives priority to government contracts compels their acceptance by suppliers and requires that they be given priority over other orders.

WILSON NAMED TO HEAD MOBILIZATION EFFORTS

Defense efforts have been increasing sharply in tempo. Here are some of the highlights:

President Truman declared an official state of emergency.

He created a new body to head up the entire defense effort, the Office of Defense Mobilization, headed by Charles E. Wilson, G-E president. ODM is now the top policy-making body on production and stabilization. Priority, price and wage orders will carry out ODM policies.

Power to control prices and wages has been given to the Economic Stabilization Agency, headed by Alan Valentine. In this agency is the Office of Price Stabilization, of which Michael V. DiSalle is director. In this agency is also the Wage Stabilization Board.

A presidential order has been issued requiring all companies to keep their records of prices and labor and material costs for May 24th, 1950, to June 24th, 1950.

The present law contemplates industry consultation, Mr. Kelly pointed out, and consideration must be given to the views of their associations.

"I think it vitally important, therefore, that NCA continue the work it has done in the field of communicating, not merely with the top officials but those others who are intimately connected with the issuance of the regulations in the food field," Mr. Kelly emphasized.

Says more money is key to brewing progress

A plea for adequate and independent financing to get information on coffee to the public on a consistent basis was voiced at the NCA convention by George C. Thierbach in his report for the association's Brewing Committee.

Mr. Thierbach said the work of the committee is of tremendous value and cited the development of the standard Army coffee urn, experiments on the effect of water softeners on brewed coffee, the seal of recommendation program. He revealed that the committee has a mass of unpublished information which should be put to use.

The work of the Brewing Committee has already had a tremendous influence on the habits of the American consumer, Mr. Thierbach asserted. It has discovered the right answers to most brewing problems and has been able to publicize them in places which count, he explained.

"Before the committee was started, there was no place



for the consumer to turn for authoritative information," Mr. Thierbach said. "Consequently the information reaching the public was put out casually by individual companies, manufacturers of brewing devices, home economists. Most of this information was wrong or inconsistent, some of it was self-serving. Taking a total, it added up not to information but confusion."

Today, Mr. Thierbach continued, in the great bulk of the information reaching the public there is accuracy and consistency.

But the industry has no great cause for being self-satisfied, he added, since it is obvious more opportunities have been missed than have been exploited.

"The reason back of this is simple," Mr. Thierbach explained. "The committee has never had adequate control of the publicity machinery necessary to get the story over to the public. The machinery has worked on an on-again off-again basis. Sometimes it has been good, very good; sometimes indifferent; sometimes downright bad."

The industry can no longer afford to let this condition continue, Mr. Thierbach told the convention. He said that if the trade is to derive the greatest benefits possible in this work, it must provide the committee with adequate, independent finances.

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World coffee potentials— supply and demand

Sir Herbert Broadley, FAO spokesman, at the Boca Raton convention.

People are drinking coffee faster than it can be grown, Sir Herbert Broadley, deputy director-general of the Food and Agriculture Organization (FAO) of the United Nations, declared at the 1950 convention of the National Coffee Association.

Citing FAO's recent appraisal of world coffee in its review, "The World Outlook and State of Food and Agriculture for 1950," Sir Broadley said, "Our report emphasizes the fact that world consumption has for the present outrun production and that recent demands have only been met by drawing upon the Brazilian government's accumulated coffee reserves, which are now exhausted. Clearly we cannot go on living on stocks which are no longer there."

Outlook for 1950-51

FAO, assessing the outlook for the next year or so, says world production in 1950-51 may be slightly below that of 1949-50. Weather conditions to date in some major producing areas have been rather unfavorable—too little rain in Brazil, too much in Colombia. However, against those unfavorable factors in the western hemisphere, some increases in production are expected in other producing areas, notably in Africa.

Sir Herbert noted that even with prevailing high prices, it will take a considerable period before growers can expand production on a large scale. In Brazil, because of the limited availability of desirable new land for planting, increased production must be largely based on re-use of old land, which is less productive than new land and so increases production costs, he said.

New plantings of some significance have already been undertaken in the state of Paraná in Brazil, in the Dominican Republic, in the Belgian Congo, in Ethiopia, and in other East African countries, he indicated. In Mexico and Colombia great strides have been made toward increasing yields, and the research which has been undertaken in various places to develop better yielding varieties will in due course bear fruit.

"Taking good and bad influences, we expect that the volume of world imports of coffee in 1950 will probably show a decline of five to ten per cent from those of the previous year," he continued. "Imports into the United States will in all likelihood be at a level of ten per cent or more below imports in 1949.

"Nevertheless, in consequence of the present coffee prices, the dollar earnings of the producing countries in the western hemisphere from sales to the United States alone should soar to well over the billion dollar mark.

"It is probable that imports into Europe during 1950 will rise to a figure some ten per cent above that of 1949. Imports into all other areas will probably fall a little."

The FAO spokesman said production prospects for 1951-52 appear to be better. After two years of rather unfavorable weather and low yields, production in Brazil and Colombia should show some recovery, while surveys in Africa indicate a possible increase in output of about 20 per cent as compared with 1949-50. Higher demands for coffee are likely to develop both from civilian and military sources and the volume of imports may again approach the 1949 level.

Turning to long-term trends, Sir Herbert noted that the amount of coffee being produced today is the result of the level of prices five to seven years ago, and to a lesser extent of prices over a period of from ten to 20 years ago." With no one to advise him about the future, the grower has had to decide how many trees to plant, not on the basis of any reliable estimate of what prices will be in five to seven years' time, but on the basis of the spot prices," he explained. "Poor man, he could do little else. Consequently, output rises and falls quite irrespective of the volume of demand at the moment when the change in output becomes operative.

"On the demand side, far too little is known about the possibility of expansion. The low prices of the thirties were not passed on to consumers in Europe, because governments simply increased the import duties. Indeed they put them so high that retail coffee prices rose and consumption declined. In the past it usually declined pretty quickly in face of a price fall. At the same time there is a large unsatisfied demand in Europe and elsewhere, kept that way by lack of purchasing power or shortage of foreign exchange. An Indian earning one rupee a day for breaking stones to be used for road making could afford little coffee even if the taste for it were developed.

"Thus on both the production and the consumption sides economic laws tend to work very badly for coffee, and it is well not to forget this during a period when we are, from the growers' point of view, on easy street as a result of a shortage which may last for some time."

He pointed out, however, that today there are available

(Continued on page 46)

FAO EAGER TO HELP COFFEE GROWERS IMPROVE VARIETIES, END DISEASES

"So far as the coffee-producing countries are concerned, we are only too anxious to help and advise governments and producers in improving the varieties of coffee, in helping to eliminate the diseases and pests which reduce coffee production. All we await is the invitation."

—Sir Herbert Broadley, deputy director-general of the Food and Agricultural Organization of the United Nations, at the 1950 convention of the National Coffee Association.

Latin America faces new inflation threat

Latin American countries face a serious danger of inflation, Edward G. Miller, Jr., Assistant Secretary of State for Inter-American Affairs, warned at the Boca Raton, Florida, convention of the National Coffee Association.

He said Latin America will be exposed to this danger to the extent that sharply expanded dollar earnings cannot be spent for commodities because of shortages in the United States.

Impact of rearmament

"Such a danger is likely to materialize very quickly unless vigorous steps are taken by the governments of Latin America to control the effects of foreign exchange surpluses and to prevent expansion of local currency," Mr. Miller declared. "Expansion of production for exports without a corresponding increase in imports will create local scarcities and will call forth increases in wages, costs of production, and in prices of exportable commodities. This grim chain of events is likely to be less ominous if the countries threatened by it were prepared to adopt and apply effective counter-measures, such as adequate taxes, appropriate management of credit and controls of the use of scarce materials."

He pointed out that the economic cooperation the United States hopes to provide to Latin America will not only include technical and financial assistance, but fair and considerate treatment of Latin-American needs for goods and services under allocation controls here.

Mr. Miller said the growing importance of Latin

America as a market for United States commodities is shown by the fact that while in 1930 Latin America absorbed about 16 per cent of United States total exports, the proportion of our exports to Latin America in 1949 amounted to more than 22 per cent, and in 1950 about 27 per cent.

"To Latin America the United States has in the past thirty years been the largest single market," Mr. Miller stated. "In 1925 Latin America sold in the United States nearly 37 per cent of its total exports. The proportion of sales to the United States declined to 26 per cent in 1938, but rose again to 50 per cent in 1945. In 1949 the United States purchased 40 per cent of all Latin American exports."

United States imports from Latin America are significant not only because of their size, but also because of their composition, he asserted. More than one-half of the value of our imports from Latin America consists of strategic raw materials, and in the future the importance of Latin America as a source of strategic raw materials is likely to increase.

Price rises

Mr. Miller noted that one of the results of the outbreak of hostilities in Korea and of the increased tempo of rearmament has been a sharp increase in the prices of many of the commodities exported by Latin America. Prices of products Latin America buys from the United States have also gone up in this period, he admitted, but not

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More coffee output through research

The present status of coffee cultivation in the producing areas of this hemisphere is at a primitive stage. Yet the need to progress beyond this stage now exists and the means for making the change exists.

This view was presented to the 1950 convention of the National Coffee Association at Boca Raton, Florida, by William H. Cowgill, of the U.S. Department of Agriculture.

For the last six years Mr. Cowgill has been assigned by the Office of Foreign Agricultural Relations to the agricultural experiment station in Guatemala operated co-operatively by the government of Guatemala and the United States. He has traveled as a coffee consultant throughout Central America, Colombia, Ecuador and Peru.

Farmers in America would consider coffee a marginal agricultural enterprise because of the low yields and the large amount of hand labor required for the crop, Mr. Cowgill declared.

"Statistics will show you that the average annual yield of a coffee tree is only about one pound of clean coffee," he told the convention. "By today's plantation practices, from 350 to 400 trees are planted per acre. At least until the sharp price rise of last year, costs of production amounted to at least 60 per cent of the selling price, even though labor was paid at an unbelievably low wage scale. This present crop probably will be liquidated with a much more favorable balance for the grower, but the prospects of increased labor costs and additional taxation are likely to re-establish the proportion. So that by simple arithmetic it can be seen that the net per acre return from an average coffee plantation is low."

Risky investment

When you consider that a coffee plantation entails a heavy initial investment and is a long-term proposition, and you consider the changing status of labor and management relations in the producing countries, it is evident that something must be done to increase both the amount and the efficiency of production before any significant improvement in the overall supply situation can be expected, Mr. Cowgill suggested, adding that large amounts of capital are unlikely to be risked on that which must be considered a risky enterprise.

He noted that in addition to low yields and high labor requirements, growers are faced with other serious agricultural problems. Arabian coffee, the predominantly important variety in world commerce today, is grown at a wide variety of altitudes in the various producing countries, under a wide variety of climates, and in an enormous variety of ways with respect to planting, pruning, soil management and other practices. Almost universally these methods have been arrived at only empirically, not as a result of actual comparative tests to determine the most efficient or most productive method.

Mr. Cowgill said there is evidence that other varieties would be more profitable in some of the locations, that control of current plant diseases can contribute materially to increased production in some areas, and that changing spacing and soil management systems can produce a marked response by the coffee plant.



A technician and a statesman exchange viewpoints at the NCA convention. William H. Cowgill (left), USDA coffee consultant, and Edward G. Miller, of the U. S. Department of State.

"In brief, it is clear that there exists sufficient variability and adaptability in the coffee plant to assure us that properly designed and executed experiments can be expected definitely to improve the situation of the coffee grower," he continued.

What is being done now in research on coffee agriculture? Mr. Cowgill mentioned the work of the Sao Paulo coffee research station at Campinas; the research stations and extension activities of the technical section of the National Federation of Coffee Growers of Colombia; the coffee improvement program of the Ministry of Agriculture of Costa Rica; also in Costa Rica, the coffee program of the Inter-American Institute for Agricultural Sciences at Turrialba, USDA work on coffee plant diseases at the same station, and the work of the cooperative agency known as STICA in that country; the program of the Servicio Tecnico Agricola in Nicaragua, a joint Nicaraguan-U.S. station; in El Salvador the work of the Amigos de la Tierra and the Salvador-U.S. cooperative station, the Centro Nacional de Agronomia; the program of the National Coffee Commission of Mexico; and the Guatemalan-U.S. cooperative station in Guatemala.

"A mere enumeration of the places where some coffee work is in progress may give the impression that the situation is well in hand," Mr. Cowgill cautioned. "Unfor-

NCA CALLS FOR U. S. AID ON COFFEE CULTURE RESEARCH TO BOOST SUPPLY

"Whereas it appears that the production of coffee can be materially increased and its protection from plant diseases improved by the application of modern agricultural research, therefore

"Be it resolved that the National Coffee Association requests the United States government to expand its existing facilities for research in this field, as a protection to the long-term economy of coffee-producing countries and with a view toward assuring an ample supply of coffee for the consumer."

—Resolution voted by the 1950 NCA convention at Boca Raton, Florida.

How the trade is rebuilding public goodwill

Steps taken by the coffee industry to restore public goodwill, badly damaged after the sudden price rises in the fall of 1949, were described to the National Coffee Association convention by Jerome S. Neuman, chairman of NCA's Publications Committee.

The program has been one of public relations, not publicity, Mr. Neuman emphasized. The objective was not merely to get mentions of the word "coffee" but to influence public opinion "in our favor as an industry."

Two points are stressed again and again in the public relations activities, Mr. Neuman explained:

1. That the coffee industry is a service industry, and the charge for the service is very moderate.
2. That the coffee industry here does not control prices or speculate in coffee.

Mr. Neuman reported that when the industry realized how bad the situation was in respect to public goodwill, the committee invited six public relations organizations to tell how they would handle the problem, and from them selected Ruth Lundgren, who has a long background in coffee.

Miss Lundgren set about interviewing the editors of leading magazines, the business editors of the newspapers, wire



Jerome S. Neuman

services and syndicates, and the Washington correspondents of newspapers, Mr. Neuman said. In meeting these individuals, Miss Lundgren tried to let them know about NCA's viewpoint on what was good or bad, healthful or harmful, in the handling of stories on coffee. In many instances, Mr. Neuman reported, Miss Lundgren found misinterpretation and resentment which she was able to clear away.

The public relations program is also geared to utilize the local influence of roasters throughout the country. Arrangements have been made with roasters in 35 cities to place stories in their local newspapers and on local radio news programs.

Frequently regional roasters alerted to the situation are able to pick up articles unfavorable to coffee for correction by the Publications Committee, Mr. Neuman explained. He showed the meeting enlarged reproductions of an unfavorable editorial in a Portland, Oregon, newspaper, and of a letter of correction originated by the committee and published by the same newspaper.

The public relations program also succeeded in getting coffee leaders onto national radio programs to present the industry's viewpoint, Mr. Neuman reported. He presented records of interviews by prominent radio commentators with W. F. Williamson, NCA executive vice president, and with Mr. Neuman himself.

Calling for an expansion of the public relations program, Mr. Neuman said the work will be more important than ever in the period which lies ahead.

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A fresh grind is assured every time without a trace of stale deposit because preground coffee remaining in the chamber is impossible.

MOORE'S will be happy to design a mill that will INCREASE THE QUALITY OF YOUR PRODUCT—INCREASE YOUR PRODUCTION and DECREASE YOUR OVERHEAD.

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ESA's pricing standards

Following is the official text of the pricing standards statement issued by the Economic Stabilization Agency:

The Economic Stabilization Agency today (December 19th) announced pricing standards for business and industry, requesting nationwide compliance to avoid the necessity of further mandatory price controls.

ESA announced that any price increases after December 1st, 1950, which are in excess of those that would be permissible under the following standards will be regarded as subject to action by the agency at the earliest feasible time:

I. Prices may not be increased by any manufacturer or industrial producer whose net dollar profits before taxes are equal to or in excess of its average net dollar profits before taxes in the period 1946-1949, except as provided in the following standard.

2. As to an individual material or service sold by a company whose net overall profits are running above the general earning standard as set out above, the price of such particular product or service may not be increased if it is being sold at a profit. In case of a particular material or service which is not profitable, the price may be increased, but in no case by more than (A) the amount necessary to make it profitable or (B) the amount of the increase since June 24th, 1950, in the cost of direct wages and materials going into this product, whichever is lower.

3. As applied to the distribution trade (wholesale and retail), gross margins may not be increased above the June, 1950, level if net dollar profits before taxes of the distributor are equal to or in excess of average net dollar profits before taxes of the distributor in the period 1946-1949.

4. Distributors may not increase their prices on the basis of increases in replacement costs or market costs. Margins may be added only to inventory cost actually paid.

Application of standards

In applying the above standards producers and processors should maintain the same proportionate production of lower-priced items as in the pre-Korean period.

In determining whether a price increase is permissible under the above standards, sellers must base their determination only upon actual experience. It is not permissible, under the standards, to raise any price on the basis of a forecast of conditions that may prevail at some later date or of costs which are estimated without experience.

The agency served notice upon all sellers affected by the standards that any official price action hereafter taken will make use of a base period ending not later than December 1st, 1950, and that no seller will derive any advantage under the regulations from price increases after that date.

Prices of certain basic materials which were increased during the period between June 24th, 1950, and December 1st, 1950, will be subject to reduction, in accordance with these standards, where that is necessary to make possible the maintenance of December 1st price levels at later stages of manufacture.

In announcing the new standards, the agency appealed to all sellers affected to adjust their prices in compliance with them in order to avoid the necessity of Government action.

Michael V. DiSalle, director of Price Stabilization, in releasing the pricing standards stated that he wished it understood that these standards do not limit profits to any company

except as increased profits would be generated by price increases.

There is no intention on the part of the agency to control profits which accrue through increased volume or economies in operation. The agency does feel, however, that in such a national emergency as presently confronts the country it is reasonable to ask all sellers to cooperate in the stabilization program to the extent that they do not increase prices in order to enable them to make greater profits than they were able to make before fighting began in Korea.

Mr. DiSalle stated that the cooperation of industry in pricing according to the standards will largely determine the necessity of mandatory controls. He added that, while these standards are appropriate at this time, more rigorous standards may be necessary later.

The statement on pricing standards drew a torrent of queries. Eight days after putting out the initial statement, ESA clarified it in question and answer form and said further explanations would be issued in the near future.

Following is the official text of ESA's question-and-answer clarification:

Q. Are the new pricing standards a mandatory ceiling?

A. No. They are standards to which sellers are asked to adhere voluntarily.

Q. What is meant by the statement that price increases in excess of the standards will be regarded as subject to action by ESA?

A. The action referred to is investigation, consultation

(Continued on page 54)

ARE YOU REQUIRED TO ROLL YOUR PRICES BACK TO DECEMBER 1ST?

Questions have been asked by many coffee and tea men about the United States government's statement on price control which mentioned levels existing on December 1st, 1950. The statement, plus subsequent government action on prices of General Motors cars, spread the impression that a rollback to December 1st levels is mandatory.

In a special bulletin on the subject, the National Coffee Association points up some bedrock facts:

"The statement is not law nor a regulation having the force of law. It is simply an expression of intent upon the part of the price stabilization authorities. It is not a rollback of prices but an indication of the general objective of the administration if prices are rolled back by formal order.

"The statement does not say that the prices existing on December 1st, 1950 will be the prices eventually fixed as legal. It says that industries may not improve their position profitwise by increases after that date. The actual price set may be higher or lower, depending on the facts in the case.

"In other words the statement is a very strong caution, but not a stop signal.

"Weak as this device obviously is, it is to be hoped that general industry compliance in principle will be strong enough to avoid the necessity for the issuance of binding regulations until something approaching an adequate staff can be set up in Washington."

Best Wishes
for the New Year
to the Coffee Trade



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"Work, money, program needed to win restaurants to serving of good coffee"—Eisenmenger

A specific program to win restaurant operators to the serving of good coffee was called for at the 1950 convention of the National Coffee Association by Philip I. Eisenmenger, chairman of NCA's Hotel and Restaurant Committee.

Citing the decision by the Horn and Hardart Co. to raise the price of Automat coffee from one to two nickels a cup, Mr. Eisenmenger said other chains were also pondering dime coffee. This development gives the coffee industry more opportunity in trying to put across the idea of better coffee, Mr. Eisenmenger emphasized.

Mr. Eisenmenger said his committee could not report progress since the previous convention, but there had been activity. The group held several meetings in the year to map out possible courses of actions, and at one meeting every single member of the committee was on hand, even though they came from half a dozen cities across the country.

Mr. Eisenmenger presented to the convention four leaders of the restaurant industry, emphasizing that their presence demonstrated the desire of that industry to cooperate with the coffee trade on a mutual problem. The restaurant leaders were J. F. Vollmer, vice president of The Stouffer Corp. and chairman of the Joint Trade Promotion Committee of the National Restaurant Association; Martin L. Horn, of Pals Cabin, a director of the National Restaurant Association; Martin J. Harding, vice president of Harding's Restaurants and vice president of the National Restaurant Association; and Ralph G. Peterson, director of publicity for that organization.

The restaurant market, which accounts for 25 per cent of the coffee consumed in this country, is important not only for volume, Mr. Eisenmenger declared. He urged that the coffee trade recognize its importance as a sampling vehicle to the housewife and to the general public.

Referring to "stretching," Mr. Eisenmenger said that to combat it we have a basic job to do, convincing restaurant operators that "good coffee is good business."

He cited methods used by the tea industry to put across its revolutionary suggestion that twice as much tea per glass be used, with twice the cost to the restaurant operator. First, the idea was right, Mr. Eisenmenger said. Secondly, the Tea Association, the Tea Bureau and the entire industry cooperated in developing specific case histories for success stories. Thirdly, the trade used these success stories as part of a complete promotion package, backed by adequate funds. As a result, the iced tea business is up substantially, Mr. Eisenmenger added.

To put across to restaurant operators the idea of better coffee, the coffee industry needs work, money and a program.

"Good coffee is good business for the restaurant operator," Mr. Eisenmenger concluded. "Good coffee in the restaurant field is better business in the coffee industry."



Philip I. Eisenmenger

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DIFFERENCE
IN TEA—
AND
TENDER LEAF
BRAND
PROVES IT!**

**ALL THE
FLAVOR
YOUR CUP
CAN HOLD!**

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**CHASE &
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PRODUCTS OF STANDARD BRANDS INCORPORATED

Coffee watering is a cancer of the industry, Garrett tells convention forum

Watering of coffee by restaurants is a cancer of this industry, J. S. Garrett, president of Churchill, Inc., Miami, declared at a spirited forum session of the 1950 National



Clarence R. Irish



J. S. Garrett

Coffee Association convention.

The open forum, which probably set a precedent for similar sessions at future coffee conventions, dug into such problems as the promotion of fractional pounds in the restaurant market, sales of coffee at abnormally low prices by army PX stores, guarantees against declines, and ways to expand NCA's income to meet the increasing needs of various committees.

Overton Dickinson, president of the Southern Coffee Roasters Association, told the forum that his organization was disturbed by the sale of fractional pounds of coffee to restaurants—14-ounce packages in place of 16-ounce bags.

Certain roasters are taking the lead in selling restaurant operators on this idea, and the policy is a stupid one, Mr. Dickinson declared. He pointed out that what usually happens is that a restaurant operator who is convinced to use 14-ounce bags will try to get the fractional bag from his regular supplier.

If the fractional package were being pushed by a small roaster in a local market, we could say that roaster doesn't represent the best interests of the coffee trade, Mr. Garrett told the forum. But unfortunately some of our finest roasters, who have the respect of the restaurant operators, have been guilty of the practice, he added.

He was not condemning these companies, Mr. Garrett emphasized, it was just that he didn't understand it, since for many years the industry has been trying to educate the restaurant operator not to water coffee.

Mr. Garrett reported that one company has come out with a 12-ounce bag of coffee pulverized extremely fine, and with this coffee the firm supplies a flannel bag to increase the extract. As a result, all the bitterness in the coffee is sure to come out, Mr. Garrett commented. He said the result is a cup of coffee which no one at the meeting would drink by choice.

Mr. Garrett warned that even with the ten cent cup of coffee a general practice, as it is likely to become, the restaurant operator will not be easily re-educated to proper brewing methods.

Watering of coffee is producing a beverage so poor no one will want to drink it, Mr. Garrett said. "The longer we let

(Continued on page 31)

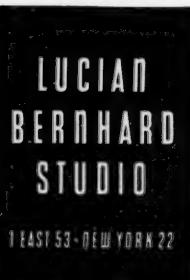
JANUARY, 1951

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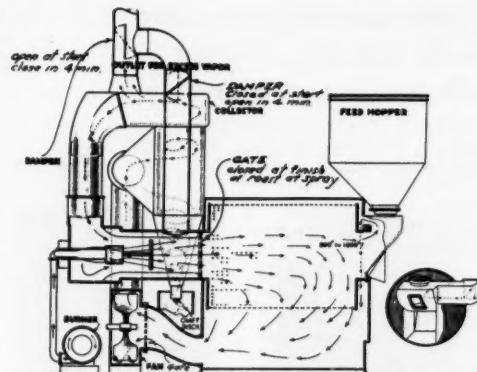


Diagram showing how the smokeless Thermalro roaster works. The first four minutes of the operation is as usual.

"We can now roast coffee without producing smoke"
—Mazzei to convention

We can now roast coffee without producing smoke, John E. Mazzei, chairman of the Smoke Abatement Committee of the National Coffee Association, reported to the Boca Raton, Florida, convention.

The smokeless roaster, developed by Jabez Burns & Sons, Inc., in conjunction with Professor Leslie Backer of Stevens Institute, is an improved Thermalro roaster in which smoke and vapor are completely eliminated by the same flame that provides heat for roasting.

The problem of smoke control has become pressing in recent years, Mr. Mazzei reminded the convention. He pointed out that increasing publicity has been given to air pollution, virtually every major city now has a smoke control bureau, and some of the companies represented at the meeting had already been faced with a demand to eliminate smoke or move out of town.

The New York Coffee Roasters' Association, of which Mr. Mazzei is president, has been concerned with the problem for several years, he reported, adding that in 1949 NCA took cognizance of the problem and set up the Smoke Abatement Committee to see what could be done.

In New York, Mr. Mazzei said, the problem was not only to eliminate smoke but also the fragrance of coffee and the steam produced in the quenching process.

The committee checked mechanical filters, electrostatic precipitators, separate incinerators and ultrasonics. These methods proved to be either ineffective or too expensive. Water scrubbers took out virtually all of the steam, water mist and vapor, but only about 75 per cent of the smoke, and the committee felt that was not good enough.

The new Thermalro with the built-in incinerator completely eliminates smoke, chaff, steam and odor at a cost about



John E. Mazzei

50 per cent more than without incineration, Mr. Mazzei reported.

"In other words, if your cost is eight cents per bag to roast coffee, with this system it would cost about 12 cents to roast the coffee and completely eliminate the smoke," he explained.

The 50 per cent increase in cost, largely gas consumption, compares with increases of 75 to 150 per cent for complete elimination with the use of separate smoke incinerators.

The machine, a standard four-bag Thermalco gas roaster, has an enlarged gas burner, dampers and other modifications designed to force all of the smoke and vapor through the gas flame before they pass into the stack.

Mr. Mazzei explained the operation of the new roaster in detail, using a large diagram with movable inserts.

"Coffee watering a cancer"

(Continued from page 29)

it go, the worse it will be," he declared. "It is a cancer of the industry."

Clarence R. Irish, of the Hooiser Coffee Co., Indianapolis, said he felt that progress in the restaurant market was likely. He had been encouraged by constructive plans worked out by pre-convention meetings of NCA committees, and he was also encouraged by the presence at the convention of representatives of the National Restaurant Association.

Mr. Irish said he would welcome data which enable him to fortify his sales organization in convincing the restaurant operator that he can do a better business by following suggestions on brewing good coffee.

A frontal attack on the idea of watering coffee, rather than on the fractional package as such, as suggested to the forum by Philip I. Eisenmenger, chairman of NCA's Hotel and Restaurant Committee. After all, he pointed out, stretching can be done with the 14-ounce bag, or it can be done by using more water with the 16-ounce bag.

"What is good coffee?" Mr. Eisenmenger asked. "Determine that. The Brewing Committee can say, 'All right, it should be no more than two-and-a-half to one, or no more than two to one.' Then push that idea. Get case histories. Get success stories proving to the restaurant owner that it is to his advantage businesswise, dollarwise, to serve a better cup of coffee. Then, when we get these case histories, we have the job of education and promotion."

The problem of PX sales of coffee at abnormally low prices was referred to NCA's board of directors for action. As for guarantees against declines, one delegate suggested that "the best thing is just to stop doing it. Of course, it might frighten you the first time, but after you get used to it you'll find it works fine."

NCA Executive W. F. Williamson, who presided at the forum, said it was one of the most productive sessions he had ever seen and predicted the forum meeting would be part of future conventions.

1951 NOMINATING COMMITTEE CHOSEN

Just before the gavel came down to close the Boca Raton, Florida, convention of the National Coffee Association, the meeting approved the following nominating committee for the 1951 convention:

T. Carroll Wilson, chairman; R. E. Atha, R. A. Medina, William D. Roussel, W. Wirt Wickes, Henry M. Atwood and Wesley C. Becker.

Protect Yourself!

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More coffee output

(Continued from page 25)

tunately such is not the case. Several of the programs are new, originated within the last year or two; nearly all are operated on budgets wholly inadequate for the magnitude of the problems to be solved. Some are devoted to extension-type programs almost wholly, rather than to research towards solving the problems that confront the grower."

He pointed out that until recently coffee growing in Latin America enjoyed relative freedom from threats of disaster from natural causes. You have doubtless been disturbed by the reports of the bean borer insect (Broca) in Brazil," he commented. "Fortunately, the cultivation systems widely employed in that country make possible at least a partial control of this menace, through the airplane application of insecticides on the unshaded plantations. Those of you who have traveled the coffee areas of the Caribbean area can well imagine the difficulties that would be encountered in attempts to apply the same measures in that mountainous area where coffee is grown under shade.

"Furthermore, you have undoubtedly heard of the dread leaf disease which laid waste the Arabian coffee plantations of the Eastern hemisphere. By what must be considered an act of Providence this disease has not yet been imported into the area producing almost our entire supply of coffee. But considering present-day transportation facilities and the inadequacy of quarantine laws or controls, the disease must be considered a definite menace. It is food for thought that this one disease reduced the exports from Java from the world's greatest to an insignificant amount in the short space of three years (1878-1881)—and that the variety of coffee we depend on today is genetically similar to the type which proved most susceptible to the disease in the East."

Mr. Cowgill said the amounts now being spent on coffee research and development, compared to the economic importance of the crop, is less than for any other crop.

"We need, and must have, a greatly increased volume of coffee improvement work in the producing countries," he emphasized. "We need a coordinated program for the various agencies involved in coffee improvement, such as was recommended at the recent conference of coffee technicians in El Salvador. We must inaugurate a long-term policy of research and development of coffee varieties that will produce superior crops, that can be efficiently cultivated and that will have resistance to known major natural menaces".

New inflation threat

(Continued from page 24)

nearly as much.

While the price changes have improved Latin America's position in terms of trade, the readjustment brought on by rearmament is not wholly favorable to Latin America, he said. The future will bring material shortages, higher prices and inflation, affecting supplies for Latin America.

However, in allocating scarce materials and manufactured goods, Latin America should get careful consideration, Mr. Miller suggested, not only to keep economic activity at a reasonable level but also to insure expansion of production essential to hemisphere defense and UN military efforts.

Ellender on coffee market

(Continued from page 17)

out portfolio," he declared. "I trust you will maintain the high standard of friendship for our southern neighbors that we all now realize is necessary to our joint well-being."

Senator Ellender said we all want to avoid the high prices of short years and the glut of over-productive seasons. But, he pointed out, if coffee continues in short supply, with attendant high prices, its production in other areas—Africa, Asia and perhaps the Indies—will be stimulated considerably and meanwhile, the market for it may decline significantly in spite of population increases.

He congratulated the New York Coffee and Sugar Exchange for adopting changes to make possible a universal type of coffee futures contract.

"Such self-policing and responsiveness to criticism is very important in the democratic process, especially in a business which is peculiarly subject to public misunderstanding and which would like to escape further bureaucratic control," Senator Ellender said.

Coffee and defense controls

(Continued from page 19)

settled. Except on the very simplest matters, it never works that way. Every decision, even seemingly minor ones, will represent actually not one signature but ten or more, these coming from various agencies the personnel of which may not even know each other. All of these views and approvals must be lined up to make a consistent recommendation before any action can be hoped for. Shepherding a useful regulation or an exception to a harmful one through this maze is the primary job of the association.

"There are several ways of accomplishing satisfactory results, but the cheapest and, in the longrun, most satisfactory one, is to first be sure you know what you want and need and second, be sure you're entitled to it," he continued. "That, to be specific, your objective is not inconsistent with the best interests of the country as a whole. What you must have, in addition, is an understanding of the tremendously complex government procedure and a very considerable amount of patience."

"This was the basic formula we followed before and the one which will be followed again. I think we can count on it that we will have the same success in making the adjustment."

Coffee folk take to sports

(Continued from page 16)

Gernon for—of all things!—the smallest sailfish. Mr. Gernon's catch measured a measly four feet eleven inches.

Mr. Gernon was not, of course, low man on the totem pole in the fishing tournament. Lots of other fish were caught and still more got away (e.g., the monster J. J. Morris tried to land). The low men were the piscators who came back empty-handed and sad in heart.

Determined to rub in the defeat they inflicted on the roasters in softball at Boca Raton the year before, the greens buckled down and succeeded in doing it again. When the game had ended, after some hilarious moments, the greens had rolled up six runs to two for the roasters. Oddly enough, the greens did it with only nine hits to 15 for the roasters.

Leading the greens with an energy that Lippy Leo in his

(Continued on page 46)

JANUARY, 1951

**Best Wishes
to our friends
for the
New Year**

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Rio de Janeiro, Brazil

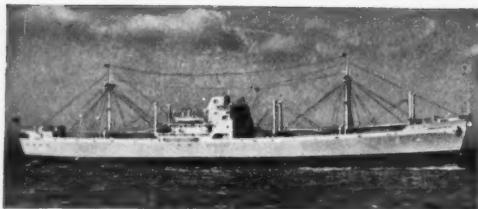
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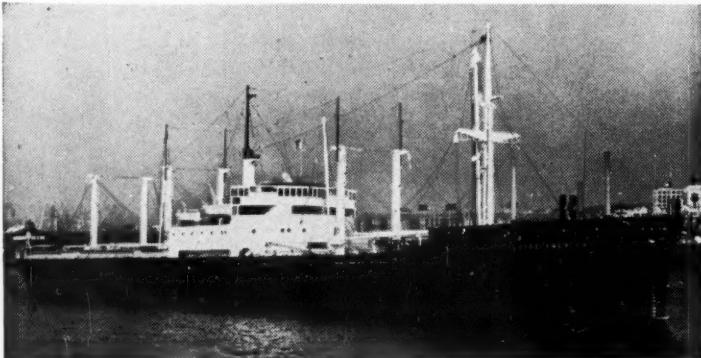
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COFFEE AND TEA INDUSTRIES

Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-WAfr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-WAfr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Doderio—Doderio Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Gulf—Gulf & South America Steamship Co., Inc.

Hol-Int—Holland-Interamerica Line
IFC—I.F.C. Lines
Istrandisen—Istrandisen Co., Inc.
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Normac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Prince—Prince Line, Ltd.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
West Cst—West Coast Line, Inc.

Abbreviations for ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Cbsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gl—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Mi—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nj—Norfolk
Pa—Philadelphia
Po—Portland
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJULTA			
1/15	San Benito	UFruit	Cristobal ¹ 1/17
1/21	Cstl Aventurer	Grace	LA2/1 SF2/4 Se2/9
1/28	Choluteca	UFruit	Cristobal ¹ 1/31
2/1	San Benito	UFruit	Cristobal ¹ 2/7
2/2	Square Sennet	Grace	LA2/13 SF2/16 Se2/21
2/18	Cstl Nomad	Grace	LA3/1 SF3/4 Se3/9
2/24	Choluteca	UFruit	Cristobal ¹ 2/27
2/26	Ring Splice	Grace	LA3/9 SF2/12 Se3/17
3/7	Sailors Splice	Grace	LA3/18 SF3/21 Se3/26
3/21	Anchor Hitch	Grace	LA4/1 SF4/4 Se4/9
3/23	Cstl Rambler	Grace	LA4/3 SF4/6 Se4/11

SAILS	SHIP	LINE	DUE
ACAJULTA			
2/1	Abbedyk	Hol-Int	NY2/13 Ba2/16 Pa2/18 Ba2/20 Ho2/21
2/16	Axeldyk	Hol-Int	NY2/28 Ba3/1 Pa3/7 Ba3/8 Ho3/9

SAILS	SHIP	LINE	DUE
ACAPULCO			
1/11	Cstl Nomad	Grace	Cristobal ¹ 1/24
1/19	Ring Splice	Grace	Cristobal ¹ 2/1
1/28	Sailors Splice	Grace	Cristobal ¹ 2/10
2/11	Anchor Hitch	Grace	Cristobal ¹ 2/24
2/13	Cstl Rambler	Grace	Cristobal ¹ 2/26

SAILS	SHIP	LINE	DUE
BAHIA			
2/1	Abbedyk	Hol-Int	NY2/13 Ba2/16 Pa2/18 Ba2/20 Ho2/21
2/16	Axeldyk	Hol-Int	NY2/28 Ba3/1 Pa3/7 Ba3/8 Ho3/9
BARRANQUILLA			
1/14	Cape Embroid	UFruit	NY1/20
1/15	Square Sennet	Grace	LA2/13 SF2/16 Se2/21
1/17	Clara	Grace	NY1/23
1/22	Cape Ann	UFruit	NY1/28
1/23	Levers Bend	UFruit	NO2/5
1/23	Sofia	Grace	NY1/29
1/28	Cape Avinof	UFruit	NY2/4
1/30	Cstl Nomad	Grace	LA3/1 SF3/4 Se3/9
1/31	Monica	Grace	NY2/6
2/5	Cape Cod	UFruit	NY2/11
2/6	Flador Knot	UFruit	NY2/19
2/6	Clara	Grace	NW2/12
2/7	Ring Splice	Grace	LA3/9 SF3/12 Se3/17
2/11	Cape Embroid	UFruit	NY2/17
2/12	Rphidsholm	Swed-Am	Ha2/26 St Jo2/28
2/14	Sofia	Grace	NY2/20
2/16	Sailors Splice	Grace	LA3/18 SF3/21 Se3/26
2/19	Cape Ann	UFruit	NY2/25
2/20	Levers Bend	UFruit	NO3/5
2/20	Torsholm	Swed-Am	Ha3/5 St Jo3/7
2/20	Monica	Grace	NY2/26
2/25	Cape Avinof	UFruit	NY3/4
2/27	Enid	Swed-Am	Ha3/12 St. Jo3/14
2/28	Clara	Grace	NY3/6
3/2	Anchor Hitch	Grace	LA4/1 SF4/4 Se4/9
3/4	Cstl Rambler	Grace	LA4/3 SF4/6 4/11

SAILS	SHIP	LINE	DUE
BARRIOS			
1/13	Maria	UFruit	NY1/20
1/13	Ailm Fraser	UFruit	Ho1/18 NO1/21
1/20	Avenir	UFruit	Ho1/25 NO1/28
1/27	A Steamer	UFruit	Ho2/1 NO2/4

SAILS SHIP LINE DUE

BARRIOS (Continued)

1/27	Inge Shou	UFruit	NY2/3
2/3	Adm Fraser	UFruit	Ho2/8 No2/11
2/10	Avenir	UFruit	No2/15 No2/18
2/10	Marna	UFruit	NY2/17
2/17	Mayari	UFruit	Ho2/22 No2/25
2/24	Inger Skou	UFruit	NY3/3
2/24	Adm Fraser	UFruit	Ho3/1 No3/4

BUENAVENTURA

1/18	Eliana	Grace	LA2/1 SF2/3 Se2/13
1/18	Paula Dan	Wst Cst	NY1/29 Pa2/1 Ba2/3
1/19	Shipper	Gulf	Ho2/1 No2/4
1/27	Laila Dan	Wst Cst	No2/3 Ho2/8 Ga2/9 Mo2/11
1/31	Adela	Grace	LA2/10 SF2/12 Se2/19
2/2	Banker	Gulf	No2/15 No2/19
2/8	Marna Dan	Wst Cst	NY2/16 Pa2/20 Ba2/21
2/11	Leonor	Grace	LA3/17 SF3/19 Se3/26
2/20	Gerda Dan	Wst Cst	NY2/28 Pa3/3 Ba3/4
2/22	Kamma Dan	Wst Cst	No3/2 No3/8 Ga3/9 Mo3/11
3/6	Leena Dan	Wst Cst	NY3/14 Pa3/18 Ba3/19

CARTAGENA

1/10	Fiador Knot	UFruit	No1/22
1/20	Cape Ann	UFruit	NY1/28
1/24	Levers Bend	UFruit	No2/5
2/3	Cape Cod	UFruit	NY2/11
2/7	Fiador Knot	UFruit	No2/19
2/17	Cape Ann	UFruit	2/25
2/21	Levers Bend	UFruit	No3/5

CHAMPERICO

1/23	Cstl Avnture	Grace	LA2/1 SF2/4 Se2/9
2/4	Square Sinnet	Grace	LA2/13 SF2/16 Se2/21
2/20	Cstl Nomad	Grace	LA3/1 SF3/4 Se3/9
2/28	Ring Splice	Grace	LA3/9 SF3/12 Se3/17
3/9	Sailors Splice	Grace	LA3/18 SF3/21 Se3/26
3/23	Anchor Hitch	Grace	LA4/1 SF4/4 Se4/9
3/25	Cstl Rambler	Grace	LA4/3 SF4/6 Se4/11

SAILS SHIP LINE DUE

CORINTO

1/17	Cstl Avnture	Grace	LA2/1 SF2/4 Se2/9
1/18	Cstl Nomad	Grace	Cristobal 1/24
1/20	Choloteca	UFruit	Cristobal 1/31
1/27	Ring Splice	Grace	Cristobal 2/1
1/29	Square Sinnet	Grace	LA2/13 SF2/16 Se2/21
2/4	Sailors Splice	Grace	Cristobal 2/7
2/5	Sailors Splice	Grace	Cristobal 2/10
2/14	Cstl Nomad	Grace	LA3/1 SF3/4 Se3/9
2/16	Choloteca	UFruit	Cristobal 2/27
2/19	Anchor Hitch	Grace	Cristobal 2/24
2/21	Cstl Rambler	Grace	Cristobal 2/26
2/22	Ring Splice	Grace	LA3/9 SF3/12 Se3/17
3/3	Sailors Splice	Grace	LA3/18 SF3/21 Se3/26
3/17	Anchor Hitch	Grace	LA4/1 SF4/4 Se4/9
3/19	Cstl Rambler	Grace	LA4/3 SF4/6 Se4/11

CRISTOBAL

1/15	Cape Ann	UFruit	NY1/28
1/16	Finder Knot	UFruit	No1/22
1/23	Cape Avingo	UFruit	NY2/4
1/30	Cape Cod	UFruit	NY2/11
1/30	Levers Bend	UFruit	No2/5
2/6	Cape Cmbrind	UFruit	NY2/17
2/13	Cape Ann	UFruit	NY2/25
2/13	Finder Knot	UFruit	No2/19
2/20	Cape Avingo	UFruit	NY3/4
2/27	Levers Bend	UFruit	No3/5

DAR es SALAAM

1/11	Afr Moon	Farrell	NY2/9
2/21	Afr Lghtng	Farrell	NY3/25

GUAYAQUIL

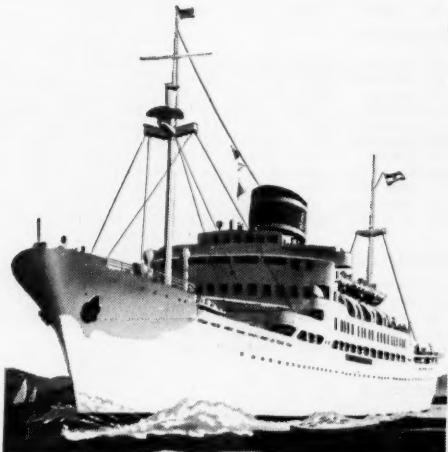
1/14	Eliana	Grace	LA2/1 SF2/3 Se2/3
1/16	Paula Dan	Wst Cst	NY1/29 Pa2/1 Ba2/3
1/25	Laila Dan	Wst Cst	No2/3 Ho2/8 Ga2/9 Mo2/11
2/6	Marna Dan	Wst Cst	NY2/16 Pa2/20 Ba2/21

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SAILS	SHIP	LINE	DOE
2/7	Leonor	Grace	LA2/21 SF2/23 Se3/2
2/18	Gorda Dan	Wst Cst	NY2/28 Pa3/3 Ba3/4
2/20	Kamma Dan	Wst Cst	NO3/2 Ga3/9 Mo3/11
3/4	Leena Dan	Wst Cst	NY3/14 Pa3/18 Ba3/19
3/4	Juana	Grace	LA3/17 SF3/19 Se3/26

LA GUAIRA

1/10	Otto Banc	Isbrandtsen	Pa1/27 NY1/30
1/12	Brede	Isbrandtsen	Pa2/2 NY2/6
1/12	Anzoategui	Isbrandtsen	Gulf Port 1/28
1/18	Rosa	Grace	NY1/24
1/19	Nueva Espana	Isbrandtsen	Gulf Port 2/3
1/25	Paula	Grace	NY1/31
1/25	Mafalda	Isbrandtsen	Pa2/9 NY2/13
1/26	Danvig	Isbrandtsen	Gulf Port 2/17
1/30	Oslo	Isbrandtsen	Pa2/14 NY2/17
1/31	Tachira	Isbrandtsen	Gulf Port 2/17
1/31	Rorhildshim	Swed-Am	Ha2/26 St Jo 2/28
2/1	Rosa	Grace	NY2/7
2/7	Rio Dale	Isbrandtsen	Pa2/23 NY2/26
2/7	Falcon	Isbrandtsen	Gulf Port 2/24
2/7	Torsholm	Swed-Am	Ha3/5 St Jo 3/7
2/8	Paula	Grace	NY2/14
2/16	Enid	Swed-Am	Ha3/12 St Jo 3/14

LA LIBERTAD

1/14	San Benito	UFruit	Cristobal ¹ 1/17
1/15	Cstl Nomad	Grace	Cristobal ¹ 1/24
1/20	Cstl Avnturer	Grace	LA2/1 SF2/4 Se2/9
1/23	Ring Splice	Grace	Cristobal ¹ 2/1
1/26	Choluteca	UFruit	Cristobal ¹ 1/31
1/31	San Benito	UFruit	Cristobal ¹ 2/7
2/1	Square Sennet	Grace	LA2/13 SF2/16 Se2/21
2/1	Sailors Splice	Grace	Cristobal ¹ 2/10
2/15	Anchor Hitch	Grace	Cristobal ¹ 2/24
2/17	Cstl Nomad	Grace	LA3/1 SF3/4 Se3/9
2/17	Cstl Rambler	Grace	Cristobal ¹ 2/26
2/22	Choluteca	UFruit	Cristobal ¹ 2/27
2/25	Ring Splice	Grace	LA3/9 SF3/12 Se3/17
3/6	Sailors Splice	Grace	LA3/18 SF3/21 Se3/26
3/20	Anchor Hitch	Grace	LA4/1 SF4/4 Se4/9
3/22	Cstl Rambler	Grace	LA4/3 SF4/6 Se4/11

LA UNION

1/12	San Benito	UFruit	Cristobal ¹ 1/17
1/17	Cstl Nomad	Grace	Cristobal ¹ 1/24
1/19	Cstl Avnturer	Grace	LA2/1 SF2/4 Se2/9
1/23	Choluteca	UFruit	Cristobal ¹ 1/31
1/25	Ring Splice	Grace	Cristobal ¹ 2/1
1/30	San Benito	UFruit	Cristobal ¹ 2/7
1/31	Square Sennet	Grace	LA2/13 SF2/16 Se2/21
2/3	Sailors Splice	Grace	Cristobal ¹ 2/1
2/16	Cstl Nomad	Grace	LA3/1 SF3/4 Se3/9
2/17	Anchor Hitch	Grace	Cristobal ¹ 2/24
2/19	Choluteca	UFruit	Cristobal ¹ 2/27
2/19	Cstl Rambler	Grace	Cristobal ¹ 2/26
2/24	Ring Splice	Grace	LA3/9 SF3/12 Se3/17

LIMON

1/11	Cape Cmbrnd	UFruit	NY1/20
1/14	Flador Knot	UFruit	NO1/22
1/17	Cape Ann	UFruit	NY2/25
1/25	Cape Avinof	UFruit	NY2/4
1/28	Levers Bend	UFruit	NO2/5
2/1	Cape Cod	UFruit	NY2/11
2/8	Cape Cmbrnd	UFruit	NY2/17
2/11	Flador Knot	UFruit	NO1/22
2/15	Cape Ann	UFruit	NY2/25
2/22	Cape Avinof	UFruit	NY3/4
2/25	Levers Bend	UFruit	NO3/5

LOBITO

1/19	Del Sol	Delta	NO2/14
1/26	Hopewill	Am-Wafr	NY2/28
2/6	Afr Glade	Farrell	NY3/20
2/26	Temeraire	Am-Wafr	NY3/11
3/26	Tatra	Am-Wafr	4/30

LUANDA

1/12	Afr Dawn	Farrell	NY2/10
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SAILS SHIP LINE DUE

LUANDA (Continued)

1/17	Del Sol	Delta	NO2/14
1/24	Hoperville	Am-WAfr	NY2/28
2/9	Afr Glade	Farrell	NY3/20
2/24	Temeraire	Am-WAfr	NY3/31
3/24	Tatra	Am-WAfr	4/30

MARACAIBO

1/13	Otto Bank	Isbrandtsen	Pa1/27 NY1/30
1/15	Enid	Swed-Am	Ha2/2 St Jo 2/6
1/17	Anzoategui	Isbrandtsen	Gulf Port 1/28
1/18	Square Sinner	Grace	LA2/13 SF2/16 Se2/21
1/20	Brede	Isbrandtsen	Pa2/2 NY2/6
1/24	Neuva-Esparta	Isbrandtsen	Gulf Port 2/3
1/27	Mafalda	Isbrandtsen	Pa2/9 NY2/13
2/1	Danwig	Isbrandtsen	Gulf Port 2/12
2/2	Cstl Nomad	Grace	LA3/1 SF3/4 Se3/9
2/3	Oslo	Isbrandtsen	Pa2/14 NY2/17
2/6	Tachira	Isbrandtsen	Gulf Port 2/17
2/8	Rgnhdshlm	Swed-Am	Ha3/2 St Jo 3/5
2/10	Ring Splice	Grace	LA3/9 SF3/12 Se3/17
2/10	Rio Dale	Isbrandtsen	Pa2/23 NY2/26
2/12	Falcon	Isbrandtsen	NY2/24
2/12	Torshelm	Swed-Am	Ha3/5 St Jo 3/7
2/19	Sailors Splice	Grace	LA3/18 SF3/21 Se3/26
2/20	Anzoategui	Isbrandtsen	Gulf Port 3/7
2/21	Enid	Swed-Am	Ha3/12 St Jo 3/14
2/28	Neuva Esparta	Isbrandtsen	Gulf Port 3/7
3/5	Anchor Hitch	Grace	LA4/1 SF4/4 Se4/9
3/7	Cstl Rambler	Grace	LA4/3 SF4/6 Se4/11

MATADI

1/15	Del Sol	Delta	NO2/14
1/20	Fremgen	Am-WAfr	NY2/15
1/22	Hoperville	Am-WAfr	NY2/28
2/4	Afr Glade	Farrell	NY3/20
2/16	Triton	Am-WAfr	NY3/15
2/22	Temeraire	Am-WAfr	NY3/31
3/19	Levill	Am-WAfr	NY4/15
3/22	Tatra	Am-WAfr	NY4/30

MOMBASA

2/5	Mowbray	Robin	NY
2/15	Far Lhtng	Farrell	NY3/25

PARANAGUA

1/10	Eldanger	SCross	NY1/31 Ba2/3 Pa2/5
1/10	Del Santos	Delta	NO2/4 Ho2/9
1/14	Mormactal	Mormac	NY2/3 Ba2/6 Pa2/8
1/17	Kim	Stockard	NY
1/20	Bowhill	IFC	NY2/8 Ba2/12 Pa2/15 Ba2/17
1/21	Mormacdoe	Mormac	NY2/10 Ba2/13 Pa2/15
1/24	Abbydyk	Hol-Int	NY2/13 Ba2/16 Pa2/18 Ba2/20 HR2/21
1/24	Del Aires	Delta	NO2/18 Ho2/25
1/24	Fernpuff	Nopal	NO2/14 CC2/18 Ho2/20
1/26	Mormacswan	Mormac	NY2/16 Ba2/20 Pa2/22 Ba2/24
1/29	Mormacland	Mormac	LA2/23 SF2/25 Va3/2 Se3/5 Po3/7
1/30	Seafarer	PAB	LA2/26 Pa2/28 Va3/6 Se3/7 Po3/9
2/6	Mormachawk	Mormac	NY2/26 Ba3/1 Pa3/3
2/8	Azidyk	Hol-Int	NY2/28 Ba3/3 Pa3/7 Ba3/8 HR3/9
2/20	Pathfinder	PAB	LA3/19 SF3/21 Va3/26 Se3/27 Po3/29
3/31	Forester	PAB	LA4/24 SF4/26 Va5/1 Se5/2 Po5/4

PORT SWETENHAM

1/27	Chastine Msk	Maersk	NY3/9
2/24	Cornelius Msk	Maersk	NY4/6

PUERTO CABELLO

1/11	Paula	Grace	NY1/17
1/15	Anzoategui	Isbrandtsen	Gulf Port 1/28
1/18	Rosa	Grace	NY1/24
1/21	Mafalda	Isbrandtsen	Pa2/9 NY2/13
1/22	Neuva Esparta	Isbrandtsen	Gulf Port 2/3
1/25	Paula	Grace	NY1/31
1/28	Oslo	Isbrandtsen	Pa2/14 NY2/17
1/29	Danwig	Isbrandtsen	Gulf Port 2/12
2/1	Rosa	Grace	NY2/7
2/2	Rgnhdshlm	Swed-Am	Ha2/26 St Jo 2/28
2/3	Tachira	Isbrandtsen	Gulf Port 2/17

SAILS	SHIP	LINE	DUE
2/4	Rio Dale	Isbrandtsen	Pa2/23 NY2/26
2/8	Paula	Grace	NY2/14
2/9	Falcon	Isbrandtsen	Gulf Port 2/24
2/9	Torsholm	Swed-Am	Ha3/5 St Jb3/7
2/18	Enid	Swed-Am	Ha3/12 St Jn3/14

PUNTARENUS

1/15	Cstl Avnturer	Grace	LA2/1	SF2/4	Se2/9
1/17	Cholulotea	UFRuit	Cristobal ¹	1/31	
1/21	Cstl Nomad	Grace	Cristobal ¹	1/24	
1/27	Square Sinner	Grace	LA2/13	SF2/16	Se2/21
1/28	San Benito	UFRuit	Cristobal ²	2/7	
1/29	Ring Splice	Grace	Cristobal ²	2/1	
2/7	Sailors Splice	Grace	Cristobal ²	2/10	
2/12	Cstl Nomad	Grace	LA3/1	SF3/4	Se3/9
2/13	Cholulotea	UFRuit	Cristobal ²	2/27	
2/20	Ring Splice	Grace	LA3/9	SF3/12	Se3/17
2/21	Anchor Hitch	Grace	Cristobal ²	2/24	
2/23	Cstl Rambler	Grace	Cristobal ²	2/26	
3/1	Sailors Splice	Grace	LA3/18	SF3/21	Se3/26
3/15	Anchor Hitch	Grace	LA4/1	SF4/4	Se4/9
3/17	Cstl Rambler	Grace	LA4/3	SF4/6	Se4/11

RIO de JANEIRO

1/10	Del Sud	Delta	NO10/23
1/10	Brazil	Mormac	NY1/22
1/10	Mormacsun	Mormac	LAI1/31 SF2/2 Va2/7 Se2/10 Po2/12
1/15	Eidanger	SCross	NY1/31 Bo2/3 Pa2/5
1/16	Trader	PAB	LA2/4 SF2/6 Va2/13 Se2/16 Po2/18
1/18	Del Santos	Delta	NO2/4 Ho2/9
1/21	Campero	Dodre	NY2/5 Bo2/8 Pa2/10 Ba2/13 NT2/15
1/24	Del Mar	Delta	NO2/6
1/24	Uruguay	Mormac	NY2/5
1/29	Ferngulf	Gulf	NO2/14 CC2/18 Ho2/20
2/1	Del Aires	Delta	NO2/18 Ho2/23
2/2	Mormacland	Mormac	LA2/23 SF2/25 Va3/2 Se3/5 Po3/7
2/2	Del Vale	Delta	NO2/21
2/7	Seafare	PAB	LA2/26 SF2/28 Va3/6 Se3/7 Po3/9
2/7	Argentina	Mormac	NY2/19
2/8	Pathfinder	PAB	LA3/19 SF3/21 Va3/26 Se3/27 Po3/19
2/1	Forester	PAR	LA4/24 SF4/26 Va5/1 Se5/2 Po5/4

SAN JOSE

1/14	Cstl Nomad	Grace	Cristobal	1/24
1/22	Ring Splice	Grace	Cristobal	2/1
1/22	Cstl Aventurer	Grace	LA2/1	SF2/4 Se 2/9
1/31	Sailors Spice	Grace	Cristobal	2/10
2/3	Square Sinner	Grace	LA2/13	SF2/16 Se 2/11
2/14	Anchor Hitch	Grace	Cristobal	2/24
2/16	Cstl Rambler	Grace	Cristobal	2/26
2/19	Cstl Nomad	Grace	LA3/1	SF3/4 Se 3/9
2/27	Ring Splice	Grace	LA3/9	SF3/12 Se 17/30
3/2	Sailors Spice	Grace	LA3/18	SF3/21 Se 26/30
3/22	Anchor Hitch	Grace	LA4/1	SF4/4 Se 9/10
3/24	Cstl Rambler	Grace	LA4/3	SF4/6 Se 11/12

SANTOS

1/13	Mormacpenn	Mormac	Jx/27	NY1/30	Bz/2/2	Pa/2/5	Ba/2/7
1/14	Fidanger	ScIoss	NY1/31	Bz/2/3	Pa/5		
1/15	Trader	PAB	LA/2/4	SFz/2/6	Va/2/13	Se/2/16	Pa/2/18
1/16	Del Santos	Delta	No/2/4	Ho/2/9			
1/18	Mormactae	Mormac	NY/2/3				
1/20	Campero	Dodero	NY/2/5	Bz/2/8	Pa/2/10	Ba/2/13	Nz/2/15
1/20	Kim	Stockard	NY				
1/20	Mormacyrok	Mormac	Bz/2/5	Pa/2/7	NY/2/9	Bz/2/12	
1/22	Uruguay	Mormac	NY/2/5				
1/23	Dei Mar	Delta	No/2/6				
1/23	Bowhill	IFC	NY/2/8	Bz/2/12	Pa/2/15	Ba/2/17	
1/25	Mormacdoe	Mormac	NY/2/10	Bz/2/13	Pa/2/15		
1/27	Abbedy	Hol-Int	NY/2/13	Bz/2/16	Pa/2/18	Ba/2/20	HR/2/21
1/27	Fernguil	Nepal	No/2/14	CCz/2/18	Ho/2/20		
1/30	Dei Aires	Delta	No/2/18	Ho/2/3			
2/1	Mormacland	Mormac	LA/2/23	SFz/2/25	Va/3/2	Se/3/5	Pa/3/7
2/4	Argentina	Mormac	NY/2/19				
2/6	Dei Valle	Delta	No/2/21				
2/6	Seafarer	PAB	LA/2/26	SFz/2/28	Va/3/6	Se/3/7	Pa/3/9
2/7	Mormactar	Mormac	NY/2/21	Bz/2/24	Pa/2/27	Bz/3/1	Nf/3/3
2/10	Mormachaw	Mormac	NY/2/28	Bz/3/1	Pa/3/3		
2/10	Axeldyk	Hol-Int	NY/2/28	Bz/3/3	Pa/3/7	Bz/3/8	HR/3/9
2/27	Pathinder	PAB	La/13/19	SFz/21/23	Va/3/6	Se/3/27	Pa/3/29
4/4	Forver	PAB	La/14/24	SFz/26/25	Va/5/1	Se/5/2	Pa/5/4



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Hadden & Co., Ltd. Rotterdam Trading Company
Singapore (Malaya) Ltd.
Singapore
Hadden & Co., Ltd. Java Pacific Lijn
Djakarta, Indonesia Djakarta, Indonesia

SAILS	SHIP	LINE	DUE
VICTORIA			
1/20	Del Santos	Delta	N02/4 Ho2/9
1/30	Abbedyk	Hol-Int	NY2/13 Bo2/16 Pa2/18 Ba2/20 HR2/21
1/30	Ferngulf	Nopai	N02/14 C22/18 Ho2/20
2/3	Del Aires	Delta	N02/18 Ho2/23
2/14	Axeldyk	Hol-Int	NY2/28 Bo3/3 Pa3/7 Ba3/8 HR3/9

TEA BERTHS

CALCUTTA

1/16	Silverandal	Elli-Buck Canada	2/25
1/23	City-Bedford	Elli-Buck	Ha2/26 Bo2/28 NY3/1 Pa3/4 Nf3/6 Ba3/7
2/7	City-Bristol	Elli-Buck	Bo3/13 NY3/14 Pa3/17 Nf3/18 Ba3/20
2/1-15	Markhor	Cunard	Bo Pa Ba Nf

COLOMBO

1/22	Hoegh Trader	JavPac	LA3/8 SF3/12 Pa3/17 Se3/20 Va3/21
1/24	Brit-Prince	Prince	Ha2/18 Bz2/21 NY2/23
2/6	Chastine Msk	Maersk	NY3/9
2/22	Silvenak	Prince	Ha3/12 Bo3/15 NY3/7
2/15	East-Prince	Silver	LA4/9 SF4/12 Po4/17 Se4/20 Va4/21
3/6	Cornelius Msk	Maersk	NY4/6
3/22	Drenta	PavPac	La5/6 SF5/11 Po5/17 Se5/20 Va5/21

DJAKARTA

1/21	Chastine Msk	Maersk	NY3/9
2/16	Christine Msk	Maersk	NY4/6

HONG KONG

1/13	Philippine	PacTrans	LA2/10 SF2/14
1/19	Anna Msk	Maersk	NY3/3
1/22	Flying Trader	Ishbrandtsen	NY3/24 Bo4/1
1/23	Hongkong	PacTrans	SF2/18 LA2/21
2/1	Leise Msk	Maersk	NY3/19
2/4	Indian Bear	PacFar	SF2/22 LA2/25
2/6	Cape Race	Ishbrandtsen	NY4/6 Bo4/14
2/21	Flying Arrow	Ishbrandtsen	NY4/17 Bo4/23
2/21	Pacific Bear	PacFar	SF3/13 LA3/17
3/10	Bklyn Heights	Ishbrandtsen	NY5/2 Bo5/9

JAVA PORTS

1/19	East-Prince	Prince	Ha3/12 Bo3/15 NY3/17
3/12	JavPrince	Prince	Ha5/1 Bo5/4 NY5/6

KOBE

1/10	Wm Lcknbach	PacFar	SF1/24 LA1/29
1/10	China	PacTrans	SF1/25 LA1/28
1/18	China Bear	PacFar	SF2/1 LA2/3
1/20	Sir Jo Franklin	Ishbrandtsen	NY3/1 Bo3/7
1/21	Flying Cloud	Ishbrandtsen	NY3/1 Bo3/7
1/26	Anna Msk	Maersk	NY3/3
1/31	Hong Kong	PacTrans	SF2/18 LA2/21
2/8	Leise Msk	Maersk	NY3/19
2/9	Indian Bear	PacFar	SF2/22 LA2/25
2/9	Flying Trader	Ishbrandtsen	NY3/24 Bo4/1
2/26	Pacific Bear	PacFar	SF3/13 LA3/17
2/23	Cape Race	Ishbrandtsen	NY4/6 Bo4/14
3/6	Flying Arrow	Ishbrandtsen	NY4/17 Bo4/23
3/25	Bklyn Heights	Ishbrandtsen	NY5/2 Bo5/9

SHIMIZU

1/12	Marchen Msk	Maersk	NY2/16
1/12	China	PacTrans	SF1/25 LA1/28
1/29	Anna Msk	Maersk	NY3/3
2/1	Hong Kong	PacTrans	SF2/18 LA2/21
2/11	Leise Msk	Maersk	NY3/19

TANGA

2/16	Afr Lghtng	Farrell	NY3/25
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YOKOHAMA

1/12	China	PacTrans	SF1/25 LA1/28
1/14	Wm Lcknch	PacFar	SF1/24 LA1/29

COFFEE AND TEA INDUSTRIES



1/15	Marchen Msk	Maersk	NY2/16
1/15	Contest	PacFar	SF2/6
1/21	China Bear	PacFar	SF2/1 LA2/3
1/26	George Lcknbch	PacFar	SF2/6 LA2/10
1/27	Flying Cloud	Ibsrandtsen	NY3/1 Bo3/7
1/28	Sir Jo Franklin	Ibsrandtsen	NY3/1 Bo3/7
1/31	Anna Msk	Maersk	NY3/3
2/3	Hong Kong	PacTrans	SF2/18 LA2/21
2/10	Edgar Lcknbch	PacFar	SF2/22 LA2/27
2/15	Leise Msk	Maersk	NY3/19
2/17	Flying Trader	Ibsrandtsen	NY3/24 Bo4/1
3/2	Cape Race	Ibsrandtsen	NY4/6 Bo4/14
3/2	Pacific Bear	PacFar	SF3/13 LA3/17
3/13	Flying Arrow	Ibsrandtsen	NY4/17 Bo4/23
3/30	Bklyn Heights	Ibsrandtsen	NY5/2 Bo5/9

¹ Accepts freight for Atlantic and Gulf ports with transhipment at Cristobal, C. Z.

² Accepts freight for New York, with transhipment at Cristobal, C. Z.

³ With transhipment at Colombo.

Shipping

Increases announced in ocean freight rates on coffee to U. S. Atlantic, Gulf, Pacific ports

Increases in ocean freight rates on coffee have been announced by various conferences and lines. From the Pacific Coast Coffee Association comes this summary of rate increases:

"Pacific Coast-River Plate-Brazil Conference: Effective March 1st, 1951, the existing rate of \$1.70 per bag will be increased to \$1.85 per bag.

"We also learn that the Gulf and Atlantic rate is being increased by the same amount with the same effective date, which will make that rate \$1.60 per bag.

"Camexco Conference: Effective March 1st, 1951 the existing rate of \$17.00 per ton will be advanced to \$19.00 per ton. The existing rate from west coast of Central America through the Canal to Gulf and Atlantic ports is \$21.00 per ton.

"Colpac Conference: Effective March 1st, 1951, the present rate of \$18.00 per ton will be advanced to \$20.00 per ton.

"Aswesco Conference: This is based at the Canal and we have not yet been advised of any contemplated advance.

"Silver & Java Pacific Lines: Effective January 1st, 1951, the through rate for green coffee from East Africa to the Pacific Coast is \$39.50 per ton of 2,240 pounds. The through rate for coffee from West Africa to the Pacific Coast remains unchanged at \$38.00 per ton of 2,240 pounds.

"Rates from South and East Africa to the Atlantic coast are likewise increased as of January 1st, 1951, and we understand that the new rate from East Africa to the Atlantic coast will be \$34.50 per ton of 2,240 pounds."

Puerto Rico's 1950 coffee crop is smaller

Total coffee production in Puerto Rico for the 1950 season was estimated by the Puerto Rican department of agriculture and commerce at about 150,000 bags. This includes coffee used on farms where grown, as well as coffee entering commercial channels.

The 1950 output was about 21 per cent less than the revised estimate of 190,000 bags produced in 1949 and 33 per cent below the ten-year (1939-48) average of 225,000 bags.

JANUARY, 1951

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Walder Sarmanho, Brazil's new representative to Pan-American Coffee Bureau, is named president

Walder Sarmanho, named last month as Brazil's representative to the Pan-American Coffee Bureau, assumed the presidency of the Bureau at an executive committee meeting on December 29th.

Mr. Sarmanho, reported to be brother-in-law of Getulio Vargas, newly elected president of Brazil, was active in the United States for many years as a member of his country's diplomatic service.

He was a consul general of Brazil in New York City for many years, and more recently was a commercial counselor in the Brazilian embassy in Washington, D. C.



Walder Sarmanho

In his new post, Mr. Sarmanho succeeds Theophilo de Andrade, who resigned as Brazil's representative to PACB on December 20th to accept a position as editor of *O Jornal*, Rio de Janeiro's leading newspaper.

PACB's executive committee adopted a resolution expressing the gratitude of the producing countries to Mr. Andrade for his untiring and successful work during the time he served as president of the Bureau.

The members of PACB's executive committee are Mr. Sarmanho, Andres Uribe, representative of Colombia, and Roberto Aguilar, representing Costa Rica, Cuba the Dominican Republic, El Salvador, Guatemala, Honduras, Mexico and Venezuela.

On taking office, Mr. Sarmanho voiced his regret that Mr. Andrade's acceptance of the position with *O Jornal* had made his resignation from PACB necessary.

Mr. Sarmanho made it clear it was his intention to follow closely the policies of the Bureau as initiated by Mr. Andrade. He also expressed his gratitude to the executive committee, which under Mr. Uribe's chairmanship had supported those policies with complete unanimity.

Mr. Sarmanho added that he would continue to work for friendly relations with all factors in the domestic coffee industry, and expressed confidence that cordial relations between the trade in the United States and in the producing countries would be maintained and strengthened.

The National Coffee Association expressed great pleasure at the appointment of Mr. Sarmanho as Brazil's representative to PACB, declaring that he has had a brilliant career in the diplomatic service of the Brazilian government and is well and favorably known in the United States.

NCA President James A. DeArmond sent this congratulatory wire to Mr. Sarmanho: "Have learned with greatest pleasure your appointment Brazilian representative on the Pan-American Coffee Bureau. Can assure you coffee trade of the United States welcomes opportunity to cooperate with you in your important work for benefit of Western Hemisphere coffee industry."

NCA pointed out that it had "urged the Brazilian government to fill this post promptly."

Crops and countries

coffee news from producing areas

Estimate of Brazil's 1951-52 coffee crop is reduced slightly

Coffee available for transportation to ports from Brazil's 1951-52 crop (to be harvested from May to September, 1951, and marketed from July, 1951, to June, 1952) now is tentatively forecast by a reliable unofficial source in Brazil at about 17.3 million bags.

About 1.2 million bags of this amount are expected to be consumed in port cities or shipped to other points in Brazil for domestic consumption. That would leave about 16.1 million bags for export to foreign markets.

This is slightly lower than an earlier forecast by the same source of 16.5 million bags for export from Brazil's 1951-52 coffee crop, and compares with revised exportable production estimates of 14.1 million bags from the 1950-51 crop, 15.0 million from the 1949-50 crop, 15.7 million from the 1948-49 crop, and an annual average prewar (1935-36 to 1939-40) exportable production of 21.7 million bags.

The table below shows comparative statistics of Brazilian coffee production available for transportation to ports. These figures should not be confused with estimates of exportable production, since they include varying amounts of coffee which are consumed in port cities or shipped to other points in Brazil for domestic consumption.

It is apparent that since the prewar period coffee production has decreased appreciably in the two most important coffee producing states of Sao Paulo and Minas Gerais, and has increased materially in the next two leading coffee producing states of Parana and Espirito Santo.

Veiga on Coffee Roundtable at Rio

States	1935-36	1939-40	Forecast	
			to	1950-51
Rio de Janeiro	837	200		500
Sao Paulo	15,037	7,200		8,000
Minas Gerais	3,879	2,800		3,200
Espirito Santo	1,632	1,500		2,400
Parana	791	3,300		2,800
Goiaz	51	60		170
Others	412	240		250
Total	2,639	15,300		17,320

*Bags of 132.3 pounds each. Marketing year beginning July 1. †Marketing year began June 1. \$Preliminary. From a reliable unofficial source.

Source: Brazilian National Coffee Department

Brazilian coffee growers and dealers, meeting recently at roundtable talks called by the Rio Coffee Trade Center, agreed that it was unnecessary for the Brazilian government to adopt "any measure of an exceptional character to assure a fair price for coffee."

They declared that a fair price will undoubtedly be retained "through the natural law of supply and demand, once all factors hampering normalization of the market are set aside."

Decisions by the Coffee Roundtable were summarized as follows by Octavio Veiga, Santos correspondent of Coffee & Tea Industries (formerly The Spice Mill):

1. Reduction by 40 per cent of arrivals at port of Parana, in order to limit the spot stock to 400,000 bags. This measure is considered urgent and will come into force as soon as the D.E.C. frames the regulations for it.
2. Financing on the basis of 80 per cent of the market value.
3. Re-examination of sales declarations on coffee for the exterior and annulment of declarations which cannot be proven.
4. Enlargement of sales outlets in other markets, besides the American.
5. A request for an explanation from the Pan-American Coffee Bureau of American opinion on the new coffee prices.

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Noted designer, Lucian Bernhard, is creator of new front cover for Coffee and Tea Industries

With this issue, the first in the new year, Coffee & Tea Industries, formerly The Spice Mill, continues its 74-year old tradition of pioneering in the coffee, tea, flavor and spice fields.

This issue marks the introduction of a new front cover, designed by Professor Lucian Bernhard, one of the outstanding designers in the country.

Professor Bernhard is widely known for the many printing types bearing his name, for his pioneering in modern poster and advertising art, and for his award-winning package designs.

His vigorous, simple and timeless style, employed for

the benefit of many manufacturers, large and small, in the past few decades, has had a great influence on the advertising art of this country and is a recognized standard in commercial art schools.

One of the most versatile artists in the field, Professor Bernhard, together with his son, Karl, conducts a studio in New York City which specializes in the design of packages, trade-marks and posters.

The new front cover of Coffee & Tea Industries, formerly The Spice Mill, was designed by Professor Bernhard to be representative of the fine types of business served by this publication.

The distinctive composition, the original lettering of the title and the pleasing color tones also underscore the editorial standards of Coffee & Tea Industries, and make the reading of it even more inviting.



Lucian Bernhard

Automatic controller simplifies coffee roasting operation

A fully automatic coffee roasting controller, perfected after years of experiment, was recently announced by the Mill Engineering & Machinery Co., Oakland, Calif.

Called the Tempo-Vane Roasting Controller, the instrument is produced by Mill Engineering & Machinery in conjunction with Foxboro Co., which is in a position to service the units once they are installed.

Accepted by leading coffee companies throughout the country, the Tempo-Vane Roasting Controlled is based entirely on the actual temperature of the coffee bean. The coffee bean itself controls the instrument. Whether the coffee is wet or dry has no effect on the roasting process, since the unit does not depend on time or on mechanical devices within the controller.

Actual color tests and blind cupping by coffee testers has proven that each roast made with the Tempo-Vane instrument is identical, Mill Engineering & Machinery points out. The coffee is roasted to whatever temperature is desired by the coffee tester, who can apply finger-tip control for roasting different blends.

The control box itself has only a "Start" and "Stop" button, and the roasting is completely automatic. The instrument makes it possible for one man to operate six roasters with ease, and each roast will be identical as set by the coffee tester.

The Tempo-Vane Roasting Controller is distributed as a package unit, and installation is so simple it does not require a specialist, the company explains, adding that anyone can install it in a few hours. Unconditionally guaranteed by the manufacturer, the instrument requires only 110-volt current to operate.

Among the coffee firms now using the instruments, or testing them on a trial basis, are leading national and regional roasters.

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COFFEE AND TEA INDUSTRIES

Coffee Movement In The U. S. Market
(Figures in 1,000 bags)

1949

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
June	1,479	1,019	451	1,470	1,021	374	1,395
July	1,721	866	534	1,400	885	426	1,321
August	1,733	965	656	1,621	896	450	1,420
September	1,846	1,229	547	1,776	1,047	439	1,486
October	1,937	1,237	428	1,665	1,271	385	1,656
November	2,098	1,147	774	1,921	1,258	387	1,645
December	2,001	1,254	509	1,763	1,623	359	1,982
		1950					
January	1,982	902	804	1,706	1,273	339	1,612
February	1,717	736	782	1,518	1,046	376	1,422
March	1,359	646	631	1,277	813	511	1,324
April	1,125	719	569	1,288	885	584	1,469
May	1,052	605	592	1,197	715	456	1,171
July	1,632	875	647	1,522	805	438	1,243
August	2,065	1,126	966	2,092	1,152	469	1,621
September	1,837	1,017	757	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	828	457	1,279	909	428	1,337

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The Coffee Outlook

As 1950 draws to a close and the new year looms, coffee men find themselves looking back on a year of drastic market crises . . . and forward to a year which promises to be no less rich in problems.

Even before the old year ended, price controls, a target of rumors for many months, moved into an interim, "honor system" stage. As this is being written, the likelihood is that the interim stage will give way to actual ceilings in the not-too-distant future. President Truman has indicated they will put into effect as soon as the machinery can be set up to handle them.

One effect of the approach of price controls has been the narrowing of the spread between distant positions and nearby ones on the coffee futures market. Behind this development was the idea that if price controls are instituted, there will be no basis for appreciable differences between the positions.

The increased tempo of rearmament and the developments on price controls could not, however, affect the levels of the green beans; in any event, the levels continued to rise during the past month. In the closing ten days of the old year, many of the national distributors found it necessary, on the

basis of increased costs of raw materials, to put advances of two cents a pound into effect.

Trading on the futures market continued heavy right through the final short session in 1950, bringing the year's volume to the highest level since 1931.

In the S contract, sales during the year amounted to 48,979 contracts, or 12,244,750 bags. The year's total for the D contract was 877 contracts, or 219, 250 bags. In the U contract, 22 lots, or 5,500 bags, were traded. The combined total was just under 50,000 contracts.

As this is being written, some sources are estimating the year's imports at about 18,410,000 bags, about 4,000,000 bags under the record of 22,300,000 bags set in 1949.

Here is how this total for 1950 is reached: Department of Commerce figures for the first ten months put the imports at 15,710,000 bags. In November, the imports were about 1,300,000 bags, according to this source. And trade interests estimate the December total will not top 1,400,000 bags.

Of some things we can be sure—that we will be operating in an increasingly war economy, with all the problems such conditions bring, including price controls and shortages . . . and, in all likelihood, some new problems which we don't now expect, but which the industry will probably solve with calmness, maturity and statesmanship.

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Editorials

Our new cover

You undoubtedly noticed that this issue of Coffee and Tea Industries (formerly The Spice Mill) came to you in a new front cover.

Flip the pages back and look at this cover again. Behind it lies quite a story.

For one thing, the designer of the cover is a man whose reputation is in keeping with the importance of the industries covered by this publication.

Professor Lucian Bernhard is one of the "greats" in graphic arts and type design. A pioneer in the field, he has had a profound influence on the advertising art of this country. He is widely known for his award-winning package designs.

The problem in designing the new cover was not a simple one. First, the cover had to reflect the *character* of the industries we cover—the finest in products . . . and in people.

Second, the cover had to reflect the *tradition* of Coffee and Tea Industries (formerly The Spice Mill)—a tradition which on the one hand goes back 74 years (this issue is Vol. 74 No. 1) and on the other hand is as young in energy, initiative and pace-setting advances as though each issue is Vol. 1. No. 1.

Third, the cover had to reflect the *standards* which govern contents of Coffee and Tea Industries (formerly The Spice Mill).

Coffee's biggest convention

Everyone at the recent NCA convention at Boca Raton, Florida, agreed it was one of the best-run national coffee meetings they had ever attended.

This opinion takes added weight from the fact that the convention was easily the biggest NCA has held. It's much harder, of course, to run a big convention well than a small one. An outstanding advance was registered in attendance at the business sessions. Each of them was a full meeting, some of them had standing room only.

This salutary attendance is, in part, a reflection of the troublous times. Coffee men have questions which they want answered, questions arising from rapid changes in our economy.

But the attendance was also a reflection of an attitude. NCA leaders felt the sessions were important and let that attitude be known. In keeping with it, they made sure none of the sports events were scheduled to overlap business meetings. The door prizes might have helped, but only incidentally.

The convention was big not only in attendance. It was also big in maturity. It yielded the feeling that no matter what the problems placed before the industry by the mobilization period we are now entering, the trade will cope with them calmly and skillfully.

Much of deep and lasting value was brought to the convention by the array of authoritative speakers. If you were at Boca Raton, you will find useful the comprehensive reports on the convention presented in this issue of Coffee and Tea Industries (formerly The Spice Mill).

And if you were not at Boca Raton, then you will certainly want to cover the convention via the reports in these pages.

Tea in 1951

The outlook is bright for tea in 1951.

Have we dipped into market research for this conclusion? Or conducted surveys of consumer buying? Or made spot checks of distributor plans? No, we haven't.

We base the statement very simply on the overpowering determination of the tea industry to increase tea consumption in this country.

For example, study the plans for the iced-tea campaigns presented on the next few pages. Ordinarily, the January issue would be far too early for publishing warm-season programs.

But these campaigns are not ordinary—in origin, in scope or in objective. For such drives as these, the time is likely to be all too short.

Good news is the fact that the tea trade in this country has already re-subscribed the promotion fund, to cover the coming year. In fact, the industry has pledged more money than in 1950.

Thank you

Just a word to say, "Thank you," to our many, many friends in this country and in producing countries in both hemispheres who sent us tokens of the holiday season—greeting cards, wires, letters, cables and messages in other forms.

We are grateful for your warm expressions of cheer. And we are overwhelmed by the magnitude of replying individually to each of you, since your numbers are legion.

May we therefore take this means of expressing to each of you our thanks . . . and of wishing you the best of everything in the New Year?

Importers
to the Tea Trade
since 1846

Carter, Macy Company, Inc.
37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

Here's your 1951 iced tea program

... for the grocery market

A full scale grocery merchandising campaign on behalf of iced tea is planned for 1951. The campaign will get under way about May 1st in the south and work north with the sun, so that by the middle of June the entire country will be iced tea conscious.

This initial push will concentrate on announcing in effect that "Iced Tea Time is Here Again". The peak of this effort would be "National Iced Tea Time" (instead of National Iced Tea Week) and would be scheduled for July 13th to July 20th. July 13th is a Friday—Friday the 13th. Sales and publicity effort could easily play on the superstitious theme in reverse—e.g., "Nobody's superstitious about iced tea profits—it's America's favorite iced beverage".

During National Iced Tea Time all packer salesmen will be urged to get tea ads in the grocers' newspaper and handbill advertising. Last year, during National Iced Tea Week, the M.J.B. Company was able to get 300 grocery ads on tea with a minimum effort. Conceivably if all packer salesmen peaked their efforts during this period, the country would be literally flooded with tea specials in the grocers' ads.

The third phase of the iced tea campaign will be a related item effort with Sunkist lemons. Since lemons and iced tea are such natural allies, the Sunkist organization have agreed to schedule two full pages in color featuring iced tea. One ad would appear in the Saturday Evening Post, the other in a Women's service magazine. They will additionally run good-sized black and white ads in 100 newspapers twice during this promotion. Their 33 field men will be active in building lemon-and-tea displays in the larger chains and in training some 2,000 produce jobber salesmen to tie in with the campaign by building tea-and-lemon displays in the smaller units.

Packer salesmen tie-in

For its part, the Tea Council will feature lemons in all of its advertising. Additionally, all tea packer salesmen will build tea-and-lemon displays in the smaller units.

Here is how the program will work and the material that the tea trade will have to work with. There will be a campaign brochure which will explain briefly the 14-week effort. When the salesman makes his initial call on the grocer he will sell the entire campaign—based on the concept that iced tea is a summer-long promotion—and make arrangements for the delivery of the kick-off material. He will get the grocer to agree to feature tea in his advertising during the period of July 13th to 20th—National Iced Tea Time. He will further book a tea-and-lemon display during the period of the tea-and-lemon promotion—the last week of July and the month of August—and either deliver the necessary material then or make arrangements to deliver it in time for the promotion.

A tea promotion calendar will be left with the grocer as a reminder of the dates on which he has agreed to tie in with the Tea Council program.

As in the past, a basic kit of Tea Council merchandising material in specific quantities will be made available to con-



Too early to talk about iced tea campaigns? Not for the kind of drives the industry has already mapped out for the 1951 season. In fact, every minute will be needed to bring every last member of the trade into enthusiastic action. Study the articles on this page and on page 51 to see why—and to determine how YOU can fit in.

tributing packers at no cost, and to non-contributing packers at printer's cost. Two spectacular display pieces will be created—a five foot iced tea glass with an easel and a floor display bin.

In order to get the grocery campaign off to a flying start, the Tea Bureau staff, acting as Tea Council staff, will contact the 25 leading corporate chains and the 21 leading voluntary and co-op chains in the country. These leading chains have headquarters in the following 24 cities:

Atlanta, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Geneva, Greenville, Jacksonville, Kansas City, Los Angeles, Minneapolis, New York City, Norwich, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, St. Louis, Somerville (Massachusetts), Yonkers (New York).

Also in these cities are 48 smaller corporate chains with from ten to 91 stores which should also be contacted. It has been estimated that the headquarters contacted and the stores they own, control or direct, account for more than one-third of the nation's food sales.

Inasmuch as an institutional sales and sales training program will be running on behalf of the two-ounce formula at the same time, the following cities will have to be added to the schedule:

Baltimore, Columbus, Dallas, Denver, Houston, Indianapolis, Knoxville, Memphis, Miami, Milwaukee, Mobile, Nashville, New Orleans, Norfolk, Oklahoma City, Portland (Oregon), Providence, Richmond, Seattle, Spokane, Syracuse, Washington, D.C., Worcester.

It would be helpful if in most of these cities the Council staff were able to get all of the grocery packer salesmen in the area to attend a short meeting at which the Council staff could dramatize the program and show them how to use the campaign to increase their own brand sales. Such a meeting might well be held over breakfast, and consideration might be given to again forming packer salesmen committees in each city so that we would get the best possible turn out.

(Continued on page 52)

Committees for coming year named by Tea Association

Committees for the 1950-51 term have been named by the Tea Association of the U.S.A.

Comprising the executive committee are Robert B. Smallwood, chairman, Edward L. Dannemiller and C. William Felton.

On the arbitration committee are Robert Compton, Jacobus F. Frank and Henry P. Thomson.

Herbert B. Thomas is chairman of the tea experts committee, assisted by Frank E. Dennison, Albert W. Dimes, John F. Halloran and Allan McKissock, Jr.

C. William Felton heads the trade and public relations committee, with William F. Treadwell as vice chairman, aided by Lawrence H. Fuller, Gordon Hunger and William H. MacMelville.

On the rule and regulations committee are E. Vere Powers, chairman, Pierson C. Irwin, J. Grayson Luttrell, Edward C. Parker and Carl I. Wood.

Edward J. Vinnicombe, Jr., is the convention committee.

The advisory committee consists of Robert A. Lewis, J. Grayson Luttrell, George F. Mitchell, Robert B. Smallwood, Henry P. Thomson and J. Graham Wright.

Allan McKissock, Jr., is chairman of the brewing committee, which also includes Albert W. Dimes, George Friedman, Oscar Gorenflo, George H. Mitchell, Thomas J. O'Rourke and Ernest A. Shalders.

Comprising the membership committee are Robert Compton, chairman, George N. Witt, vice chairman, Einar C. Anderson, Frederick A. Baxter, Edward T. Ellis, Russell W. Field, Jr., Donald G. Gill, J. Roman LaCroix, Robert A. Lewis, Jr., Russell L. Morse, Donald L. Peterson, John A.

Pierce, William Schandolph, Henry Semke, Edward J. Spilane, R. Donald Thomson, Joseph H. Wertheim.

J. Grayson Luttrell is national councillor.

The merchandising committee is headed by R. Barclay Scull, chairman, Philip I. Eisenmenger, vice chairman. In the grocery division of this committee are James J. Booth, Joseph Bransten, Harold W. Chapman, Jr., Albert Ehlers, Edward T. Ellis, Lawrence A. Finn, William S. Grant, Helen Hughes, Edward C. Parker, Melvin A. Reilly, William P. Reilly, Carl Seeman, Jr. In the restaurant and institutional division are Edward Aborn, Robert S. Gould, John P. Graham, William Keogler, Jr., Melvin A. Reilly, Edward J. Vinnicombe, Jr., George N. Witt.

The market research committee consists of Einar C. Anderson, chairman, John P. Colpitts, John P. Graham, J. Roman LaCroix, Angus McAdam, Donald L. Peterson, Keene Roadman, Hayes G. Shimp, Jr., Henry Starr, Hans Zeisel.

On the traffic committee are Martin Coughlin, chairman, Lawrence E. Binsacca, Joseph Diziki, Albert Guarino, Raymond Harrin, Walter Molinell, Lynn L. Pitt, Laurence E. Pope, John Pretzel and R. Donald Thomson.

Per capita consumption of tea

Netherlands: Population, 9,629,000; net imports, 12,531,000 pounds; per capita consumption, 1.3 pounds.

Switzerland: Population, 4,547,000; net imports, 1,792,000 pounds; per capita consumption, .39 pounds.

Egypt and Iraq: Population, Egypt, 19,179,000; Iraq, 4,800,000; net imports, Egypt, 22,722,000 pounds, Iraq, 10,717,000 pounds; per capita consumption, Egypt, 1.2 pounds, Iraq, 2.2 pounds.



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And your 1951 iced tea program ... for the restaurant market

The summer of 1950 gave conclusive proof of the acceptance of and enthusiasm for the "two-ounce formula" for making iced tea in public eating places. A new record of over 1,000,000 pieces of point-of-sale material was distributed, and many large public feeding chains conducted "two-ounce formula" promotions during the summer months with outstanding success.

But despite this evidence of widespread and continuing progress in inducing restaurateurs to convert to the more profitable "Homemade Flavor Iced Tea," it is apparent that the program is still in its initial stages and that a huge potential market still exists for merchandising the iced tea formula.

It is the consensus, therefore, that the Tea Council's 1951 iced tea restaurant program be devoted to a continuing, all-out promotion of the "two-ounce formula" with the public feeding field.

It will be remembered that last year institutional sales training meetings were organized around the highly successful sound-slide film, "The Case of the Missing Tea Bag." Because so many institutional packer salesmen saw this film in meetings held last spring, it is felt that a new and novel sales device is needed to stimulate new interest on the part of packer salesmen in promoting the "two-ounce formula."

Specifically, while many packer salesmen are familiar in a general way with the "two-ounce formula" what they need and would welcome is a planned and tested selling approach to their customers which they'd be sure would work.

Color guide

Such a device, which has already been used with considerable success by a large packer, is a color vial which shows the color a glass of iced tea should have when made according to the "two-ounce formula." It offers these advantages:

1. It is a novel, visual sales "gimmick" which quickly gets the attention of the prospect.
2. It offers an interesting and convenient means of showing the product in its prepared form.
3. It is an ideal sales springboard for the "two-ounce formula" success story.

Accordingly, it is recommended that a two-ounce color vial be used as the basic sales device for the 1951 iced tea restaurant campaign.

Many of the large national packers will, of course, integrate this plan into their own sales campaign. Because it is obviously desirable and necessary to have the whole industry behind this program, however, it is deemed advisable to take it directly to the regional and local packers, who cater to the institutional trade. It is therefore proposed that this effort be carried out by Tea Bureau personnel, acting on behalf of the Tea Council, concurrently with similar grocery activity already planned.

Since grocery sales meetings will be held in all parts of the country from February 15th to May 1st, this program provides a capital opportunity to present the 1951 restaurant merchandising campaign to institutional packer salesmen in key markets, as well as to make personal calls on headquarters

of the major restaurant, drug, variety and hotel chains in every part of the country.

It is proposed to hold institutional packer sales meetings in the following 32 key institutional markets:

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus (Ohio), Dallas, Denver, Detroit, Houston, Jacksonville, Kansas City, Knoxville, Los Angeles, Memphis, Miami, Minneapolis, Mobile, Nashville, New Orleans, New York City, Oklahoma City, Philadelphia, Pittsburgh, Richmond (Virginia), St. Louis, San Francisco, Seattle and Washington, D.C.

Pre-tested sales approach

Far in advance of their appearance in these markets, Tea Council representatives will send out invitations to national, regional and local institutional salesmen to attend a general meeting. At the same time, those invited would be given the alternative of a special meeting for their salesmen. A reply card would accompany the letter for ease in answering. Where indicated, a follow-up letter would be sent to ensure that all major institutional factors in the market would be covered. In the same manner, appointments in advance would be arranged with restaurant, drug or variety chain headquarters by mail or phone.

These meetings will demonstrate to packer salesmen the pre-tested sales approach, will give successful case histories and will present the new "two-ounce formula" point-of-sale material. In many instances, "The Case of the Missing Tea Bag" will be shown after the regular meeting to salesmen who have not previously seen it.

The "two-ounce formula" story and its specific case study successes will be given to the top management of the major restaurant, drug, variety and hotel chains in the 32 cities listed for institutional meetings. They will be exposed to the new material that will be available and advised to



William F. Treadwell, director of publicity for the Tea Council, the Tea Association of the U. S. A. and the Tea Bureau, Inc., presents to members of the motion picture industry a summary of the cooperation given by the tea industry to Warner Bros. on behalf of the movie, "Tea for Two." Mr. Treadwell pointed out that during the past two years there have been more than 50 tea scenes in motion pictures and all of them have received publicity exploitation and promotion support from the tea industry.

secure it from their tea packer or direct from the Tea Council. As reports are received from the men in the field, contributing packers would be advised of what calls had been made and what had resulted from each call.

It is suggested that, of the total chains selected for individual contact, ten drug and variety chains be handpicked for a special sales contest deal. Basically, the idea is to get each of these ten chains to conduct a national or regional "two-ounce formula" iced tea sales competition between the units of their respective organizations. As we all know, such a competition proved highly successful for iced tea when conducted by Liggett last summer.

Sales contests

For the 1951 iced tea season, it is suggested that the Tea Council appropriate \$1,000 to stimulate these sales contests. This would be offered as \$100 in case prizes to each of the ten chains participating, with the suggestion that it be used to provide a \$50 first, \$30 second and \$20 third prize to the units who show the greatest dollar increases in tea sales during the contest period—which, of course, would be up to each chain.

If the manager is made responsible for his store's performance in competition with all other units, this deal would:

1. Produce *action* by all stores.
2. Get display material prominently *posted* for a definite period of time.
3. Enlist the *active sales support* of the "firing line" personnel.
4. Produce, for the Tea Council, absolute and *accurate* records of what happened to iced tea sales when the product was vigorously promoted and merchandised.

It is further suggested that the top restaurant manager of the ten participating chains be invited to speak on the institutional panel as a guest at the next Tea Association convention.

It is proposed that information about the contests scheduled as a result of this entire effort be immediately passed on to contributing packers.

The vigorous regional, state and local restaurant associations throughout the country offer an ideal means to implement the "two-ounce formula" promotion through: (1) word-of-mouth or platform activities, and (2) their association publications.

In their trips, the Tea Council representatives will try to arrange in advance speaking engagements before these restaurant association meetings or personal calls on the executive secretaries.

However, this entire program is a broad one which demands continuing activity. A plan will be drawn up designed to enlist the full support of these important groups.

Program for grocery markets

(Continued from page 49)

There would also be an advantage in telling all men at the same time of the grocery calls that were being made, so that each man would have an equal opportunity to profit by following up after the call had been made.

It is therefore proposed that in the following cities packer sales meetings be held and trade calls be made:

Atlanta, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Jacksonville, Kansas City, Los Angeles, Minneapolis, New York City, Philadelphia, Pitts-

(Continued on page 57)

Branch Sales

Offices:

BOSTON

CHICAGO

SAN FRANCISCO

Tea Importers

HENRY P. THOMSON, INC.

120 Wall Street

New York 5, N. Y.

Member: Tea Association of the U. S. A.

One of the point-of-sale
Turn-to-Tea Week posters



Hot tea boosted by trade's National Turn-to-Tea Week

National Turn-to-Tea Week, January 22nd to the 28th, will be supported with an extensive advertising and publicity program. Supplanting National Hot Tea Week of former years, this year's event will tie-in with the tea industry's current advertising campaign.

A special point-of-sale Turn-to-Tea poster is being offered to grocers and restaurants along with ideas on how they can tie-in their own advertising promotion plans with the national tea advertising. Bearing a family resemblance to the striking blue and yellow Tea Council ads, as seen in Life, Look, The Saturday Evening Post and Collier's, these posters stress the theme of the campaign: "Under Pressure? Turn to Tea."

Plans are also being made with the nation's top department stores for a special display window during this week. Maps of tea producing countries and other special displays will be made available for this purpose.

"Famous Americans Under Pressure Turn to Tea," will be the theme of publicity material issued to large dailies, radio outlets, house organs, newspaper supplements, columnists and television programs. Pictures of more than 200 Hollywood stars drinking tea, including Bob Hope, Rosalind Russell, Doris Day, Margaret Whiting, Ezio Pinza, Jimmy Durante and Shirley Temple will be released along with information concerning the increase of tea consumption in this country and stressing the fact that Hollywood stars "under pressure" relax with tea.

Turn-to-tea Queens

This year's event will feature an even dozen Turn-to-Tea Queens. Lana Turner represents the movie star queen; Mindy Carson, radio; Maggi McNellis, television; Ann Zika, the movie starlet; lovely Dorothy Mangum, of Texas State College, the college queen; Ethel Waters, theatre; Kitty Kallen, night club entertainer queen; Margaret Truman, concert queen; Marie Wilson, comedienne; Vivian Blaine, of Broadway's newest hit, "Guys and Dolls," musical comedy; Mary Mayo, popular CBS singer, the record queen; and Gussie Moran, sports queen.

These twelve Turn-to-Tea Queens have been selected for their outstanding attention to tea during the past year. Each will receive a Tea Queen award.

In addition to this, a special teen-age picture story titled "A Turn-to-Tea Party for Teen-Agers" and a series of "Turn-to-Tea" mats will be serviced. Related items, such as teapots, foods, etc., will be the base of mutual publicity tie-ins.

At the recent Greenbrier convention, the tea industry honored General Douglas MacArthur, Mrs. Sloan Simpson O'Dwyer, Ezzard Charles and Jack Warner for the recognition they had brought to tea in 1950.

It is expected that National Turn-to-Tea Week will be the most successful venture of its kind ever sponsored by the tea industry.

Tea production is growing in importance in Mozambique

The colony of Mozambique has grown in about 25 years from a tea-importing into a tea-exporting country of some importance in southern Africa.

Tea cultivation and processing are now experiencing rapid progress and development as a result of the ready demand which Mozambique tea has found in over 20 countries. Expansion is in accordance with goals set by cultivators and processors.

The area under cultivation—only 200 hectares (1 hectare = 2.471 acres) in 1924-25—is estimated today at approximately 7,000 hectares. Production in the first crop year registered 45 metric tons, whereas almost 2,000 metric tons of tea are officially estimated for the 1949-50 crop. Larger investments have followed the increased number of tea planters registered since 1940.

Domestic consumption of tea in Mozambique is close to 200 metric tons annually. Per capita consumption may be estimated at approximately six to seven ounces per month. Mozambique is a heavier consumer of coffee, some 300 metric tons being imported to meet annual requirements.

ESA's pricing standards

(Continued from page 27)

and possible issuance of a legal ceiling.

Q. Do the standards apply to processors?

A. Yes. (They are included in the term "industrial producer.")

Q. What does "net dollar profits before taxes" mean?

A. Net income. Net dollar profits in the base period can ordinarily be determined simply by taking the total net income reported on Federal income tax returns.

Q. What base period should be used by a seller whose accounts are on a fiscal year rather than a calendar year basis?

A. He should use fiscal years, taking the four years ending nearest to December 31st, 1949.

Q. How does a company tell whether its net dollar profits have fallen below the base period standard?

A. The announcement says that a company should make this determination only on the basis of actual experience. This means that it should ordinarily rely on its earnings statement for its most recent accounting period.

Q. What does the term "profitable" mean in the standard for permitted increases in the prices of particular materials or services?

A. The announcement does not attempt to define this term exactly since the standards are general guides and the situations of particular products affected will vary widely in nature. No increase is permitted under this standard unless the product is selling at a loss. The increase cannot in any case exceed the amount of the increase in direct labor and material costs incurred since the Korean outbreak. The full amount of this increase may not be added if a lesser in-

crease will put the product in a profit position. Since this standard applies only to companies whose overall position is favorable, a profit position will generally be defined as considerably less than the average profit margin for the company's operations as a whole.

Q. How long must a company stand a loss on a product before adjusting prices? (i.e., if a sudden market upheaval in one line resulted in a loss operation, would one week, one month, etc., be long enough to determine that a price raise was necessary?)

A. Only as long as is necessary to establish firmly that a loss is actually being incurred on the particular product.

Gross margins

Q. What is meant by gross margins?

A. Gross margins are to be defined and calculated in accordance with the customary practices of the individual trade.

Q. Do the standards apply to rapid growth industries; television, for instance?

A. The standards are general ones, used for the purpose of guiding businessmen in their current pricing. While generally applicable to American business, they obviously do not specifically cover all types of situations. They do apply to industries or companies which have experienced normal or moderate rates of growth, but special provisions will have to be made for companies whose operations have experienced an abnormally rapid growth as a result of new products.

Q. How do companies determine pricing standards for

(Continued on page 65)

TEA

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- 1/4 and 1/2 lb. Cartons
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Tea leaves

pointed comments by a tea trade dean
By ROBERT A. LEWIS

Another . . . Boston Tea Party

New England sets the lead for the country in forming a new regional organization—Tea Trade Club of New England. December 5th was the organization date. Upwards of 50 tea trade representatives met informally for dinner at the popular 99 Club, 99 State Street, Boston.

Herbert C. Claridge, president of the Tea Association of the U.S.A., opened the meeting by stressing the underlying purpose of the club:

1. To keep the members up-to-date on developments in the tea trade.

2. To provide the opportunity to discuss common problems and exchange ideas.

3. To convey the feelings of club members to the Tea Council in relation to the nationwide tea advertising campaign now under way.

4. To widen acquaintances among many persons engaged in the tea trade in New England.

Mr. Claridge introduced two speakers well known in the



Robert A. Lewis

tea trade, Jim Booth, merchandising director of the Tea Bureau and Bill Treadwell, publicity director of the Tea Bureau and Tea Council. Their talks were most interesting, altogether enlightening, and specifically informative concerning the tea advertising program.

Other distinguished guests from the Tea Association were Robert Compton, executive vice-president, and John Pierce, general manager.

At this inaugural meeting of the Tea Trade Club of New England, the following officers were elected: Angus W. McAdam, chairman; Harry B. Leussing, vice chairman; John P. Colpitts, secretary; Robert A. Lewis, Jr. treasurer.

Mr. McAdam and his associates were given a hearty round of applause. On assuming the chair, Mr. McAdam informed the charter members that every effort would be made to substantially increase the club's membership. It is hoped that all branches of the industry in New England, from importers to retailers, and all levels of personnel, will be represented on the roster. It is one of the objectives for membership in the club to be on an individual rather than a company basis. Meetings are to be held when a worthwhile informality and membership participation will be the keynote.

This writer was delighted to unite with the club as one of the charter members, and he will arrange to attend the club meetings, thus keeping in touch with many New England friends. The club is certain to be a potent influence in tea trade circles.

Tea consumption in New Zealand

New Zealand: Population, 1,802,000; net imports, 14,090,000 pounds; per capita consumption, 7.8 pounds.

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SHANGHAI, TAIPEH

Tea producers earmark \$1,000,000 for U. S. tea promotion in 1951

The International Tea Market Expansion Board will allocate from their 1951 budget one million dollars for the promotion of tea in the United States out of their total of \$2,100,000 received from the producing countries.

The participating producer countries contribute as follows to I.T.M.E.B. funds:

Contributors	Total contribution	
	£	%
India	372,830	49.80
Pakistan	37,430	5.00
Ceylon	269,370	35.98
Indonesia	48,810	6.52
Kenya, Uganda and Tanganyika	7,940	1.06
Nyasaland	12,280	1.64
S. Rhodesia	300	
Total	£748,960	100.00

This conforms with the individual share of export under the International Tea Agreement. Out of the total sum made available for promotional work the dollar campaign will be as follows:

	U.S.A.	Canada
India	498,000	174,300
Pakistan	50,000	17,500
Ceylon	359,800	125,930
Indonesia	65,200	22,820
Other countries	27,000	9,450
Total	\$1,000,000	\$350,000

Out of the total pool for promotional campaigns, Britain and Eire receive £80,200; Middle East, £52,302; Australasia, £26,057; Continent, £49,049; London headquarters, £38,925; Reserve and Development funds, £34,000.

There has been a substantial increase in the money made available for work in the United States and Canada, two world markets which are expected to absorb a substantial share of world tea.

The appraisal of production-consumption position made by the London committee is that assuming world production increases by 30,000,000 pounds over 1950 estimates, the excess of supply over demand for 1952 and 1953 would not be greater than 30,000,000 pounds, provided always that present consumption is fully maintained.

Supply-demand position

The board estimate of the supply-demand position in the next two years leads to the conclusion that the budget totals for the I.T.M.E.B. for the financial years 1951-52, 1952-53 will need to be increased materially from those for 1950-51.

The board's policy is expected to continue one of fullest possible promotion of consumption in the United States and Canada, and of the maintenance of steady pressure in the other main export markets.

Says tea is essential food for children, helps build healthy, decay-resistant teeth

Scientists have discovered that although tea gives no calories, it is an essential food for most children in Great Britain, Carrith Moran & Co., Ltd., reports.

Experiments have proved that tea is the only item in the British diet which can supply enough of an ingredient called fluorine. With a regular supply of fluorine, teeth put on a tougher coat of enamel, giving greatly increased resistance to decay. The fluorine has to be supplied during the first eight years of life for future freedom from the dentists' chair. Teeth cannot absorb it after they are fully formed.

New Zealand nutrition expert Dr. Marion Harrison found that three or four good cups of tea a day provide just enough fluorine to satisfy the dental demands of a growing child. Ministry of education dentists are testing the effect of painting a chemical containing fluorine on school children's teeth.

GEO. C. CHOLWELL & CO., Inc.

Established 1876 — 73rd Year

"Whose name is known wherever tea is grown"

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TEAS

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Dominic J. Vaskas

79 Wall Street, New York 5, N. Y.

Tea Broker

Member: Tea Association of U.S.A.

Tea Movement into the United States
(Figures in 1,000 pounds)

	Nov. 1949	Dec. 1949	Year 1949	Jan. 1950	Feb. 1950	Mar. 1950	April 1950	May 1950	June 1950	July 1950	Aug. 1950	Sept. 1950	Oct. 1950	Nov. 1950	Dec. 1950
Black															
Ceylon	2,946	2,465	31,828	2,179	1,823	5,179	2,987	3,985	5,042	4,837	5,389	5,065	2,925	2,748	2,104
India	3,285	3,718	34,368	4,528	4,763	4,290	3,850	3,709	2,967	1,301	1,178	2,906	3,840	5,119	3,228
Formosa	1,160	790	6,442	329	431	265	301	331	115	70	306	234	891	835	450
Java	572	197	9,375	544	735	838	872	1,335	461	600	791	578	687	365	397
Africa	295	111	5,423	200	423	135	708	1,159	644	453	764	335	90	1,149	873
Sumatra	36	51	1,853	144	...	58	100	153	102	71	134	77	43	61	10
Congou	1	2	444	6	1	1	7	15	2	22	8	31
Misc.	32	39	256	17	60	19	165	165	31	48	33	30	160	249	149
Green															
Japan	316	93	4,223	92	241	58	107	66	397	907	948	921	462	256	66
Ping Suey	169	30	1	6	29	37	4
Misc.	...	28	34	2	22	3	41	40	43	69	55	55
Oolong															
Formosa	181	84	530	33	55	11	42	3	7	...	9	20	187	170	4
Canton	15	20	166	4	7	8	9	8	11	3	15	33	45	13	13
Sentd Cntr	14	21	150	13	7	3	6	5	9	7	22	35	48	15	7
Misc.												6	10	5	...
Mixed															
Misc.	12	26	134	4	7	8	3	4	...	3	12	23	37	20	6
TOTALS	8,865	7,645	95,393	8,095	8,576	10,872	9,150	10,924	9,791	8,372	9,663	10,318	9,540	11,109	7,395

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

1950 tea imports into U. S. at 30-year high for first 11 months; trend to continue

Imports of tea into the United States have reached a 30-year high for the first 11 months of 1950, Anthony Hyde, managing director of the Tea Bureau, Inc., and vice-chairman of the Tea Council, reported last month.

A total of 106,416,552 pounds of tea were imported during this period, compared to 87,750,204 pounds for the same period in 1949, an increase of 21.3 per cent," Mr. Hyde said. "The extremely heavy imports of tea have provided valuable dollar exchange for our allies in the sterling areas of India, Ceylon, Pakistan, United States of Indonesia and East Africa."

Mr. Hyde continued: "This is a good example of the effects of the Tea Council partnership marketing program, in which businessmen in the United States join hands with business in other lands to increase foreign trade and the flow of dollars to the democratic nations."

"Although this partnership in trade has been in effect for less than one year, all indications point to the increased consumption of tea."

The American public was assured by the representatives of the tea industry that tea will continue to be available to this country and as the demand grows, so will imports increase. There is no shortage in sight for tea in the U.S.

I-H-W moves Boston office

Effective the first of the year, the Boston offices of Irwin-Harrisons-Whitney, Inc., leading tea importers, were moved from 177 Milk Street to new quarters at 177 State Street. The phone number at the new location is Capital 7-8224.

JANUARY, 1951

"Program for Grocery Markets"

(Continued from page 52)

burgh, Rochester, San Francisco, St. Louis.

In the following cities only packer sales meetings will be held:

Baltimore, Columbus, Dallas, Denver, Houston, Indianapolis, Knoxville, Memphis, Miami, Milwaukee, Mobile, Nashville, New Orleans, Norfolk, Oklahoma City, Portland (Oregon), Providence, Richmond, Seattle, Spokane, Syracuse, Washington, D.C., Worcester.

In the following cities only grocery trade calls will be made:

Geneva, N. Y.; Greenville, S. C.; Norwich, N. Y.; Oakland, Cal.; Somerville, Mass.; Yonkers, N. Y.

It is further proposed that these meetings and trade calls be started by March 1st in the southernmost cities, and that all meetings held and all trade calls be completed by May 1st.

It is proposed that the Tea Council hold a luncheon meeting in New York on or about February 1st for the entire tea trade. The purpose of the meeting would be a report of stewardship of Council activities to the tea trade executives as well as a preview of the iced tea campaign.

Hayes G. Shimp, Jr., named to Tea Association's board of directors

Hayes G. Shimp, Jr., of Hayes G. Shimp, Inc., well known New York City tea firm, was elected recently to the board of directors of the Tea Association of the U.S.A.

The election of Mr. Shimp filled a vacancy created by the resignation of Stanley H. Mason.

Modglin named U. S. sales agents for South China Tea Corp., Ltd.

The South China Tea Corp., Ltd., Hong Kong, through Charles Eu has appointed the Modglin Co., Inc., Los Angeles, American sales agents for their Cocktail Brand Tea, according to an announcement made by William N. Modglin, president of the latter organization.

Convention sets industry's course

(Continued from page 15)

Garrett, president of Churchill, Inc., Miami, who declared with charm and brevity that it was a pleasure to have the coffee industry at Boca Raton again and all Floridians hoped the stay would be enjoyable.

President DeArmond introduced the leaders of regional coffee associations, including Arthur A. Anisansel, president of the New York City Green Coffee Association; John J. Beardsley, president of the Pacific Coast Coffee Association; Milton J. Ruth, who spoke for E. A. LaFaye, president of the New Orleans Green Coffee Association; John E. Mazzei, president of the New York Coffee Roasters Association; Harry M. Atwood, president of the Northwest Coffee Association; Overton Dickinson, presi-

dent of the Southern Coffee Roasters Association; Leonard Olson, who represented Alvin Cohn, head of the Chicago Coffee Club; and Wesley Becker, who spoke for Robert Swanson, newly-elected president of the Chicago Coffee Association.

Mr. Mazzei recalled his plea the previous year for strong consumer advertising and declared that the New York Coffee Roasters Association thinks a \$15,000,000 fund for advertising is the least the industry should appropriate to achieve the goal of increased coffee consumption.

Mr. Atwood declared that it is the coffee industry's problem to overcome the practice of dilution in the restaurant field and to maintain the standard of coffee served.

Mr. Dickinson rapped the sale of coffee by Army PX stores at prices cheaper than the trade has been able to buy it green for some time. He said the Southern Coffee Roasters Association was deeply disturbed by the practice.

"Warm War" world

(Continued from page 46)

continue to be important markets for the coffee producers.

The prospect for Italy as a coffee consuming country is more doubtful. Italy has a fair chance not to become a direct theater of war in other international conflicts. In the immediate future, Italy, too, will profit from the international armaments boom. This will lead to some increase in her consumption of coffee.

Thus we may experience a new shifting of the world's consumption of coffee. Before the first World War, Europe consumed 25 per cent more coffee than the United States. The relationship was reversed after the first World War. And since the last war, European imports were handicapped by shortages of hard currency. In 1939, Europe accounted for only 34 per cent of world imports. European imports will probably not shrink below this level in the next few years, unless the Russian armies sweep over that continent. Import business in Europe in 1951 will be on a relatively high level.

In conclusion, let me point out again that coffee demand, in the larger sense, depends almost wholly on foreign developments.

I have tried to describe the foreign situation to you as I see it. It is my belief and expectation that Western Europe will continue as a source of coffee demand, at least during the next year or two, and perhaps longer.

Impact on tea

In the event of another war, it seems to me now that its early stages would be in Asia rather than in Europe. I may change my mind about that later, but at the present time this seems to be the best guess.

If there is a war, and if its first stages are in Asia, supplies of tea would be cut drastically.

The United States would be involved from the beginning in such a conflict. Western Europe, if it was not occupied by Russia, might avoid direct participation. In that case, its relative importance to coffee consumption would increase substantially.

Assuming no major conflict in the next year or two, I regard coffee as being in a strong position. Prices are high, in comparison with earlier periods. But consumption is above the production level, stocks have been reduced, and

(Continued on page 64)

COFFEE AND TEA INDUSTRIES



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Journal of Commerce
53 Park Row, New York 15, N.Y.

Weigh defense impact on packaging

The impact of the stepped-up program of rearmament is being closely watched by packers of coffee, tea, spices and flavors for the effect on containers, packaging materials and packaging equipment.

Developments up to this writing on coffee cans is summarized elsewhere on this page. By and large, the coffee roasting industry, although concerned about the impact on cans, is not worried. The experience of the last war is being taken as an indication of the industry's ability to solve such problems as they arise.

During the last war, the coffee industry turned to the use of blackplate cans, which contained virtually no tin, and to other forms of packaging, such as glass jars and paper containers.

As the mobilization is intensified, the likelihood is that packers will be asked to standardize their containers into fewer sizes; frills developed during the past years of growing competition to promote sales appeal will be sliced off; and campaigns will probably get underway for the re-use of containers in good condition.

Manufacturers of containers and packaging materials have already been asked to institute savings and economies in the use of their materials.

A five-point program for conservation of packaging has been presented by the government. This program, of interest to packers as well as manufacturers of containers, suggests:

COFFEE CANS MAY SHIFT TO BLACKPLATE AS NON-WAR TIN USE IS CUT BY FIFTH

The coffee industry may soon find itself using more coffee cans made from blackplate.

Defense agencies in Washington have ordered a 20 per cent reduction in all non-military uses of tinplate. No prohibition has been placed on the use of tinplate for the manufacture of coffee containers, but the reduction order may bring a shift to blackplate, according to some observers.

One source felt the order would permit the continuation of manufacture of the economy three-pound cans if the percentage savings were made up from increased use of blackplate in the one-pound containers.

The National Production Authority's tin limitation order M-8, as amended, states that manufacturers of materials containing 1.5 per cent or more of tin may use in January 100 per cent of what they used during the first six months of 1950. During February and March use is restricted to 80 per cent of the base period use.

The order applies against manufacturers of tin products, not against the ultimate users, such as food processors. It is up to each individual supplier to decide how he will

1. Avoid overpacking, by simplifying designs.
2. Despite the problem of consumer preference for smaller containers, particularly for foods, try to save materials and manpower by using fewer and larger containers.
3. Strive for maximum RE-USE, particularly of glass jars and shipping cartons.
4. Segregate waste materials and work for as high salvage from them as possible.
5. Hold orders for containers down to minimum immediate requirements. If possible arrange with trade groups for exchange of surplus supplies.

Although the tin limitation order is expected to be supplemented soon by end use orders, National Production Authority spokesmen indicated that food processors will be taken care of without difficulty during the first three months of 1951, and that they should also be able to manage, possibly with a few more headaches, during the balance of the year.

Some packers will have to shift from one type of container to another, the NPA spokesman said, but insisted that such developments were to be expected in a period of emergency such as this.

It was explained that NPA is aiming at maximum production in the container field, while trying at the same time to effect economies with the materials available.

serve his customers.

NPA has set up can manufacturers' and closure manufacturers' industry advisory committees to make recommendations for conservation and end use orders. Members of the committees follow:

Can Manufacturers: D. W. Figgis, American Can; Lucius D. Clay, Continental; Richard P. Swartz, Crown Can; C. L. Thompson, National Can; D. W. Heekin, Heekin Can; Ralph C. Rosecrance, J. L. Clark Manufacturing; W. C. Cross, Carnation; E. F. Euphrat, Pacific Can; Eugene Mignacco, Western Can; J. Howard Phelps, Phelps Can; R. S. Solinsky, Cans, Inc.; David Stern, Stern Can; George A. Milton, George A. Milton Can Co; F. J. Costello, Federal Tin; E. R. Thompson, Thompson Can.

Closures: S. B. DeMerell, Anchor Hocking; J. C. Feagley, Armstrong Cork; Philip Hatch, Ball Bros.; A. L. Bernarden, Bernarden Bottle Cap; Walter Clark, Bond Crown & Cork; E. J. Costa, Crown Cork & Seal; J. S. Algeo, Hazel Atlas; R. P. Smith, Hoosier Crown; L. C. McAuliff, Mundet Cork; George Babcock, Owens-Illinois; L. T. Crabbe, Phoenix Metal Cap; P. O. White, White Cap; A. P. Martin, West Penn Manufacturing & Supply; A. O. Pull, Wheeling Stamping; J. N. Gould, Ferdinand Gutman.

**Packaging Machinery Manufacturers Institute
sets date, place for semi-annual meeting**

The Packaging Machinery Manufacturers Institute will hold its semi-annual meeting at the Hotel Dennis, Atlantic City, N. J., on April 16th, 1951, according to announcement by Boyd H. Redner, Institute president, who is general manager of the Battle Creek Bread Wrapping Machine Co., Battle Creek, Mich. Hotel Dennis will be the headquarters hotel for PMMI members during the National Packaging Show in Atlantic City.



Boyd H. Redner

orial to these deceased industry leaders!

First presentations of the trophies, handsome silver bowls, were made at the Institute's recent annual meeting at Hot Springs, Va., to the winners of the golf tournament.

The Wallace D. Kimball bowl, presented by George Ingaham, vice president and general manager, Standard-Knapp, was awarded to Walter P. Fergnani, president, Post Machinery Co., Beverly, Mass., for individual low gross.

The H. Kirke Becker bowl, given by George A. Mohlman, chairman of the board, Package Machinery Co., was awarded to William A. Scheurer, vice president and sales manager,

Exact Weight Scale Co., Columbus, Ohio, for individual low net.

The bowls stay in the possession of the winners for one year or until the next annual golf tournament, but they remain the property of the Institute.

**ASTA publishes new booklet,
"Spices", covering what they
are, where they come from**

The American Spice Trade Association has published a compact, illustrated, highly attractive successor to its old "Manual of Spices". The new booklet, a concise 16 pages plus covers, is called "Spices" and treats each spice—47 of them, from allspice to turmeric—explaining what they are, where they come from, what they are used for.

Descriptions of many spice flavors in the book were the results of tests by an "Organoleptic Panel," or committee of taste experts.

In this booklet the spice trade for the first time breaks away from the practice of referring to cassia as cinnamon. Actually very little cinnamon is imported by the United States because of its mild flavor and high price. Cassia, related botanically to cinnamon, has always been used as cinnamon in this country.

The latest sources of spices are given in the booklet, including many changes since World War II.

For the present edition, the price of the booklet is ten cents each, postpaid in lots of 25 or more, otherwise f.o.b. ASTA headquarters at 82 Wall Street, New York City.

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THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

Market liquid spices for housewife

The introduction of a complete line of liquefied spices for use in the home has been announced by Vanguard Associates, Chicago.

Present plans call for a \$50,000 introductory newspaper advertising campaign as soon as distribution in selected stores has been perfected, it was reported. Michael Shore, Inc., Chicago, is the advertising agency.

It was explained that these are pure spices in liquid form, running the complete range from anise to tumeric, which have been used by commercial food processors for many years.

The company declared, in a statement sure to produce spice trade reaction, putting the liquefied spices on sale to the public was the result of a survey in which it was found that homemakers actually shunned the use of conventional spices, primarily because they did not understand their function and were usually puzzled as to the amounts to use in a particular dish.

"For some time we have felt that the use of spices in home cooking is fast becoming a lost art in America," said Denn F. Reyes of the Vanguard organization. "Many of our antecedents came to this country from other parts of the world, where the use of spices is more prevalent. Their influence was felt in our cuisine. However, with succeeding generations born here, the use of spices is becoming a flagging art."

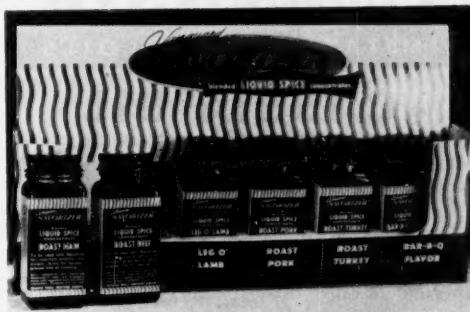
Quotes research

Enlarging on the fact that the housewife generally does not understand the function of spices, Mr. Reyes went on to say that it seems odd that in this modern era no great advance has been made in the spice field. "When you consider the great strides made by science in the kitchen, it is remarkable to note that we are still using spices in the same manner as they were used 2,000 years ago," he declared.

Vanguard research showed that many housewives do not want to take the chance of spoiling a dish using conventional spices, by over-or under-spicing it, the company claimed. "Hence, they have generally become accustomed to using the most rudimentary, and, *ipso facto*, monotonous, flavorings," the statement continued.

The product, sold under the name of "Savorizer Spices," comes in a highly concentrated form in 2 1/8 ounce bottles that retail for 40 cents. Complete instructions come with the bottles. Each bottle is said to represent many times its contents in dry spice.

The spices are prepared by the Wm. J. Stange Co., Chicago, which has been producing liquid spices for almost 50 years. They take the pure spice in its natural form, and through controlled laboratory processes, extract the aromatic flavors in the form of essential volatile oils and gums which



These concentrated liquefied spice blends are for flavoring baked ham, roast beef, lamb, roast pork, roast turkey and barbecues. The single spice line includes black pepper, celery, clove, cinnamon, sage, fennel, thyme, rosemary, cumin, sweet basil, tarragon, marjoram, mace, allspice, bay, coriander, nutmeg and ginger. Vanguard says only a few drops of each is required in general cookery.

are the very heart of the spice, it was explained.

Savorizer spices are completely water soluble. Because they are so highly concentrated, they are introduced into the food by the half-teaspoonful. They mix immediately with the food and impart their flavor at once, with no need to wait for the spice to "cook in." This means a great saving in time for the housewife.

"Most important, however, is the fact Savorizer Spices give the housewife 'flavor control' over her cooking," Vanguard declared. "Each spice is uniform in strength. No longer need she look quizzically at a bay leaf, for example, and wonder how old it is, or how strong its volatile oil, or how long it has to cook to impart its flavor."

Says they save time

In today's world of frozen foods, prepared meals, pre-mixed bakery goods and powdered coffee, liquid spices are a natural development, because they are completely efficient, their flavoring potential can be controlled and they are wonderful time savers, Mr. Reyes said.

He added that intelligent and judicious use of spices is a necessity in order to insure taste satisfaction and contentment, which in turn contribute immeasurably to overall well-being and good health.

In accelerated "shelf-life" tests, it was borne out that these spices can be kept indefinitely in the kitchen without losing their strength or flavor, and are vastly more economical to use, Mr. Reyes concluded.

Food stores throughout the country are being supplied with complete lines of the spices.



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test
try



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At the Fritzsche Brothers annual sales conference (from left): Russ Bull, St. Louis; Fred Leonhardt, Jr., v.p. in charge of sales analysis; Carl Edwards, Chicago; Frank Stebbins, Jr., New York; Fred Baker, Jr., Chicago, and John Brickman, San Francisco.

Visual presentations add impact to annual Fritzsche sales meeting

The annual four-day meeting of executives and sales personnel of Fritzsche Brothers, Inc., held in the Hotel New Yorker, featured several innovations last month, all designed to add impact through the medium of visual presentation. Motion pictures, stereopticon slides and mounted displays were used.

The opening day's meeting featured a brief address of welcome, by President F. H. Leonhardt followed by talks on sales, management and administration by Vice President John H. Montgomery, Treasurer John L. Cassullo, Assistant Secretary D. A. Neary and Vice President Fred Leonhardt, Jr.

Both morning and afternoon sessions of the second day were devoted to discussions by the perfume division, with K. W. Tracy, George Ammersbach and Ernest Lawson participating.

During this meeting scores of new items introduced to the consuming public during 1950 were displayed, all of them identified by odors developed in the Fritzsche laboratories. In a similarly conducted meeting, enhanced by a large display of flavored merchandise, Dr. E. H. Hamann, in charge of flavor research, and Ray Thompson, pinch-hitting for division head Robert Krone, gave still more selling aid to the visiting representatives by their informative discussion of numerous flavoring problems.

During the final afternoon session, colored motion pictures were presented showing the part played by advertising in the sales scheme, followed by a timely resume of the market situation by Vice President H. P. Wesemann.

At noon each day, meetings were temporarily adjourned for cocktails and luncheon. The final event of the week brought all employees together in the grand ballroom of the New Yorker for the Annual Fritzsche Family Dinner-Dance, a fitting climax to a full and eventful week.

Trade mourns passing of John Elbogen

The spice trade is mourning the death of John Elbogen, president of Paul Elbogen & Co., Inc., New York City.

Mr. Elbogen began his career in the import business in Hamburg, Germany, where he was associated with one of the leading firms dealing in tropical commodities. He arrived in this country about 15 years ago at which time he joined the firm of Paul Elbogen & Co. as director of spices. He became president in 1947.

Flavoring materials from domestic crops

By FRED J. TRIEST, *Alex Fries & Bro., Inc.*

(Now, as when World War II loomed on the global horizon, industry is anticipating the effects of mobilization, scarcities and difficulties in transportation, particularly from distant countries. . . There are differences, of course, between the situations today and then—especially in the hope that a new, full-scale war may yet be averted. Nevertheless, the flavor industry, like every other industry, is once again taking a long-term look at supplies and the possibility of substitute sources. This review of flavoring materials from crops within our own borders, presented at the Fifth Mid-American Chemurgic Conference, is therefore particularly timely today.—Ed.)

Flavoring materials and flavors are like salt in food. Although they do not represent items of mass production, a comparatively small but important tonnage of farm products is used in their manufacture. To the average consumer reading the label on the container of a food product, flavor means artificial flavors which are made up largely of permissible organic compounds so skillfully blended that they reproduce quite satisfactorily the taste and aroma of their natural counterparts. These organic compounds are of no particular farm chemurgic interest. For the finer quality and delicate flavors, materials from natural ingredients are more commonly used, and, in consequence, more and more domestic acreage is being devoted to the cultivation of the roots, herbs, fruits, and plants which will produce such flavoring material.

Let us consider first some of the domestic farm products now generally accepted as flavors or condiments.

Celery and carrot seed, dill seed and dill weed are well-known domestic condiments. These in later years have been augmented by crops like paprika and pepper grown in Louisiana. Domestically grown seeds such as anise, caraway, fennel, coriander, and dill compare favorably in price and quality with the imported varieties. Pioneer work in the establishment of these species as commercial domestic crops has been done by Dr. Paul Kolachov and associates within the framework of the National Farm Chemurgic Council. Their work not only introduced domestic cultivation of such plants but also promoted their conversion into essential oils on the farm.

For many years, the cultivation of peppermint and spearmint plants has been an important development of the farms, particularly in northern Indiana and southern Michigan. The average yield of these mint plants is two to three tons

of leaves per acre. Each acre yields approximately 30 pounds of oil.

Mint leaves are gathered and put through the initial distillation process right on the farm. The crude oil thus obtained is sold to refineries where it is multiple-distilled. The final product compares favorably with formerly imported mint oils. As is well known, mint oils are used to flavor gums, candy, and condiments of many descriptions. Mint oils are the natural source of menthol, which is their main aromatic constituent. Menthol is used as a flavoring agent for pharmaceuticals, toilet preparations, tobacco, etc.

As is generally known, the citrus fruits are quite versatile. Much of the California, Florida, and Texas citrus crops is marketed as fruit. A sizeable industry has grown up in these states for the making and canning of fruit juices, powdered fruit bases, essential oils, and similar products. The aromatic constituents from which we derive the citrus essential oils are found in the peel of the fruit. After the pulp has been removed, the peels are spiked and subjected to cold pressing. This process produces the essential oil which preserves the flavor of the fresh fruit. These citrus oils are later refined by removing natural gums and waxes. The terpenes also may be removed through processing, thereby creating citrus oils of such concentration and refinement that just a few ounces of the refined oil will flavor 100 pounds, say, of gelatin dessert.

It is to be noted that when these citrus oils are used it is advisable to add fruit acid in quantity to suit to restore the natural acids found in the fruits. Incidentally, large quantities of citrus acid are manufactured from citrus by-products. It may be stated that our domestic oils were supplanting the Italian product long before World War II cut off the importation of Italian citrus oils. Now comparatively little of the imported oil is used.

Oil of sassafras is the essential oil distilled from the root bark of *sassafras officinale*; distillation is carried on all over the United States on a small scale. Oil of sassafrass contains up to 90 per cent safrol. It makes an ideal ingredient for root beer and candy.

As far west as Minnesota and as far south as Alabama, oil of sweet birch and oil of wintergreen are distilled from domestic farm material. Oil of wintergreen is distilled from the leaves of the teaberry or partridge berry. The oil of sweet birch is a distillation of the bark of *betula lenta*. Both oils contain approximately 90 per cent of methyl salicylate, which can be synthetized for a fraction of the cost of the natural oil. But there is a certain mellowness in the natural product when used in root beer, candy, or as a covering agent in pharmaceutical preparations.

(To be continued)

To promote its line of Spisoresins, Dodge & Olcott, Inc., recently distributed this promotion kit to manufacturers of seasoning products. The kit includes a neatly-mounted jar containing a sample of one of the Spisoresins.



**Syntomatic Corp. affiliated
with Florasynth Laboratories**

In a joint statement issued by William Lakritz, president of Florasynth Laboratories, Inc., and Dr. Victor G. Fourman, president of the Syntomatic Corp., announcement was made of the affiliation of Syntomatic with Florasynth.

Continuous increase in the activity of the flavor division necessitated expansion of the research and production facilities of Syntomatic. This led to the decision by Syntomatic to affiliate themselves with Florasynth Laboratories, which has extensive facilities for production, research, and distribution.

→ **ORGANOLEPTIC** ←

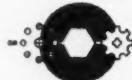
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bution.

The new association enables Syntomatic customers to benefit from the advantages of Florasynth's extensive national and international operations.

The joint affiliation will not affect the already established personnel set-up. Florasynth will continue to maintain its far-reaching operations without change. Syntomatic will continue its New York headquarters and maintain its perfume oil research laboratories and branch offices in Chicago, Philadelphia and Mexico City.

In the statement it was indicated that Dr. Fourman would direct perfume research for both Syntomatic and Florasynth. All production and flavor research will be under the supervision of David E. Lakritz, chief chemist of Florasynth. Irving Bennett will continue as vice president and director in charge of sales for Syntomatic.

F. Huber at new location

F. Huber & Co., well known vanilla bean firm, moved as of the first of the year to new quarters at 100 Gold Street, New York City.

**Thurston & Braidich names
Nolte Brokerage for gums**

Thurston & Braidich, vanilla bean company established in 1856, has announced the appointment of the Nolte Brokerage Co. as their authorized representatives in St. Louis for gums as well as vanilla beans.

"For many years, they have represented us in this territory on vanilla beans and are now taking on our complete line of water-soluble gums, serving the pharmaceutical, printing, adhesive food and allied industries, as well as our natural resins for distribution to the paint, varnish and lacquer field," Thurston & Braidich explained. "The personnel of the Nolte Brokerage Co. is well known in this territory and exceptionally well qualified to serve our interests."

"Warm War" World

(Continued from page 58)

production cannot be expanded rapidly.

In the United States, production of many types of consumer goods will be curtailed as the war effort expands. Income, however, will continue to rise, and new peaks in coffee consumption will probably be reached.

Western Europe has already profited from the beginnings of a defense boom in the United States and the dollar exchange position of that area will improve further. The demand outlook, therefore, involves an expansion period of indefinite duration.

Coffee prices, it might be expected, would be influenced from time to time by changes in currency values. In Brazil, however, one of the chief sources of supply, I suspect that the tax on coffee, which provides such important revenue for the Brazilian government, will be a more important factor than any changes in the currency value. And in Western Europe, even though the position of some currencies has been strengthened, I doubt that there will be any early upward revaluation.

In any event, there is little prospect that exchange and trade controls will generally be abandoned, or even that the structure of these controls will be weakened. Trade and currency regulations are factors that coffee traders will have to contend with for a long time to come.

ESA's pricing standards

(Continued from page 54)

new products, and how about new firms which have no base period record?

A. The answer above partly applies here also. However, the general rule on new models and for new sellers is to price in line with the prices of previous models of established sellers.

Q. Why was the period of 1946-49 chosen, rather than the high profit and high volume period of 1950?

A. In view of the shifting relationships among firms and industries, a base period needs to cover at least several years. Furthermore, half of 1950 reflected the price movements which occurred after Korea.

For the purpose of these standards it is believed that the post-war years, 1946 through 1949, are a fair and equitable base period. It should be emphasized that the general standard does not limit profits to those of this period—on the contrary, it permits price increases when necessary to preserve the profits of this period, and is thus in a sense a minimum guarantee.

Q. Do the new standards apply to farmers or sellers of farm commodities on commodity markets?

A. No, they apply only to "manufacturers, industrial producers and distributors."

Q. The announcement says that distributors must add their margins only to inventory cost actually paid, and not to replacement or market costs. Is this not inconsistent with the LIFO or other basis of accounting?

A. No. The LIFO basis is simply a way of determining actual inventory cost. Distributors should follow their regular method of determining such cost. Whether on a LIFO basis or any other, always providing it is based on actual inventory.

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New York News

■ ■ Front Street faced the new year without fanfare, but also without the dark glasses through which some commodity markets have been peering ahead. There is sober realization, of course, that the period ahead may be one of disquiet. At the same time, coffee has proved itself to be an essential element in our way of life. Come what may, Americans will drink coffee whether they are wearing uniforms or civvies.

■ ■ Arthur Anisansel, Vice-President of Hard & Rand, Inc., has accepted the chairmanship of the Coffee and Tea Division, 1951 Fund Appeal for the Travelers Aid Society of New York. Over a hundred New York business and professional leaders are working actively in this drive to support Travelers Aid. The Society's services are increasing because of the current emergency situation and the growing number of service men and their families now traveling.

■ ■ At recent meetings of the Board of Directors of the Green Coffee Association of New York City, the following firms were elected to Association membership: J. J. Lorber Co., 31 South St.; Commodity Service Corp., 67 Wall St.; Poons Company, Inc., 76 Beaver St.; Stern, Morganthau & Co., 510 Sixth Avenue.

■ ■ Some people just can't stay away from coffee. Take Capt. Westy Leth, Mooremack's Santos manager, who came up to the States early in December for a rest and a visit with his sons. First thing you know he was attending the NCA convention at Boca Raton—which is like the proverbial postman going for a walk on his day off.

■ ■ There was a strong smell of roasting coffee along the Brooklyn waterfront during the recent five-alarm fire that wrecked Pier 46. Coffee stocks and raw hides went up in smoke before the blaze

was fought to a halt by three hundred firemen, thirty-five pieces of land equipment and four fireboats.

■ ■ Camborne Werotte & Co., Inc., green coffee agents, began the new year with a move from 80 Wall Street to 67 Wall Street. This may not be a long move as the crow flies, but the new quarters will be larger and with superior facilities for serving the trade, according to Samuel A. Glasberg, Vice-President.

■ ■ Jerome Gumperz, coffee importer and jobber, 100 Front Street, announced that Richard H. Sues joined the firm as of the first of the year. Mr. Sues, who has been with Schwabach & Co. the past few years, has been in the coffee business for eighteen years.

■ ■ Richard M. Nash, of the New Orleans office of Nash, O'Brien and McMahon, is spending the first couple of months of 1951 in the firm's New York office.

■ ■ New York's energetic coffee bowlers keep picking up steam as the current tournament rolls along.

At this writing, this is what the scorecard reads in games won, games lost, and points:

Miller Transportation—19, 11, 26; Rivoli Trucking—19, 11, 25; Brookhattan Trucking—18, 12, 24; F. W. Ehrhard & Co.—16, 14, 23; A & P Coffee Service—16, 14, 22; Argentine State Line—16, 14, 21; Arbuckle's Jay St. Terminal—15, 15, 20; Hard & Rand—14, 16, 20; Holland House—15, 15, 20; Aronco—16, 14, 19; Byrne, Delay & Co.—14, 16, 19; W. S. Force & Co.—14, 16, 19; Leon Israel—16, 14, 19; Old Dutch Coffee—15, 15, 19; C. F. Slover & Co.—14, 16, 18; Cosmopolitan Shipping—12, 18, 17; Savarin—14, 16, 17; Schaefer Klaussmann—6, 24, 19.

High tallies by individuals for single game were scored by P. Castellano, 247; F. Ehrhard, 234; and D. Osborne, 230. For three games, individual highs, are: H. Blank, 644; P. Castellano, 598; S. Smith, 582.

High scores chalked up by teams, one game, are: Holland House, 931; F. W. Ehrhard Co., 877; A & P Coffee Service, 872. For three games, the high-scoring teams are: Holland House, 2645; E. H. Miller Transp., 2496; Argentine State Line, 2475.

■ ■ Irwin-Harrisons-Whitney, Inc., announce the removal of their Boston office from 177 Milk Street to 177 State Street. ■ ■ Fred Sterzenbach, formerly with Stephens & Owens, has joined the firm of James T. Kellner Co., 112 Wall Street. Mr. Sterzenbach, an experienced coffee-man, is a familiar figure on Front Street.

■ ■ The Board of Directors meeting of the National Coffee Association, called for Jan. 12th in New York, is bringing into the city the directors from elsewhere. Most of them jumped the gun, arriving in New York a few days before the meeting, and were made welcome by the trade here.

■ ■ Charles Mattmann, Moore-McCormack executive and tennis player extraordinary, has been assigned to Sao Paulo for a year. He sailed with his wife on the Uruguay just before New Year's. The sailing turned out to be a gala Midnight event, with quite a number of notables aboard for the trip.

Mooremac has two Carnival Cruises to the annual fiesta at Rio: the Argentina, sailing January 10th, and the Brazil, sailing January 25th. The two liners will be docked together at the Praça Maua, at the foot of the Rio Branco, and will serve as hotels for the passengers, since the city and all hotels will be jammed to capacity.

■ ■ Otto H. Goldschmidt, of DeHope Goldschmidt Corp., has returned from a six-week trip to England and Holland. By flying both ways and covering a lot of ground, Mr. Goldschmidt was able to get back home in time for Christmas.

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San Francisco Samplings

By MARK M. HALL

■ ■ Looking back at the coffee situation at the end of the year, James A. De Armond, of J. A. Folger & Co., stated that the year was characterized by violent fluctuations tonnage-wise. There were months of extremely high sales, brought about by rising prices which spurred heavy buying by wholesalers and the public, which required full operation and overtime by the roasters. This was followed by periods of extreme dullness—for the opposite reason of declining prices and reduced wholesale buying.

All roasters ended the year on a high note, however, and they hope that the new year will see more stability, so that peaks and valleys can be avoided and their plants can operate more efficiently.

Casting a shadow over these hopes is the fact that coffee is on a high level, and with the supply and demand situation about in balance, good or bad news could affect prices violently, as it has done the past year. Added to this are the uncertainties of the war, controls, wartime economy and other resulting factors. In spite of all of the problems besetting the industry, every effort will be made to supply the public at as reasonable a price as possible, and the industry looks forward with hope.

■ ■ For an opinion from a green coffee man, Harry D. Maxwell of Hard & Rand, Inc., said that he expects the market to remain firm, and that government buying will help to keep it in that state. The lateness of the crop in Colombia has further accentuated the situation with a high of 57½ ex-dock in San Francisco, and he expects it to go higher. Maxwell is not as fearful of controls as some, for the reason that the State Department is anxious to maintain good relations with its Latin American neighbors, and besides, the tight supply situation is not so conducive to successful controls now as it was in the last war, when coffee was plentiful. Furthermore high prices are necessary for an interchange of goods between the coffee countries and the United States. With high prices, the economies of the coffee countries are improved and the greater is their ability to purchase from the United States.

■ ■ The Western States Tea Association plans a cocktail party at the Stock Exchange Club. It will be a ladies night, during which the outgoing president, Ed Spillane, will be given a farewell and the new president of the association, Miller Riddle, will be welcomed. Bob Manning is in charge of arrangements, assisted by Eddie Harder and others.

■ ■ Construction of a two-story reinforced concrete addition to the Chase & Sanborn Coffee Plant at 501 De Haro Street, San Francisco, is now in progress, it has been announced by Standard Brands Incorporated.

The new addition, which covers an area of 120 by 189 feet, fronts on Carolina, Mariposa and De Haro Streets, and will provide additional facilities for the production of several of the products in the Standard Brands line, as well as permitting additional space for storage of materials.

The new plant will take up the entire plot when completed. It is of flat-slab construction and is entirely fireproof.

■ ■ A luncheon at Julius' Castle was given in honor of John H. Neumann, Jr., of Hard & Rand, Inc., Santos, by John Castleman, of the Weldon H. Emigh Co., Inc. The two were together as Marines in the last World War and John Castleman worked under the senior John H. Neumann. Among those present were Ernie Shaw, Hills Bros. Coffee, Inc.; Carl Corey, Standard Brands, Inc.; Bill Seely, J. A. Folger & Co.; Stan Onellion, Wellman, Peck & Co.; Morris Buckingham, Alexander Barlart Co.; Leon Cavarso and Bud Dominguez; Weldon H. Emigh Co., Inc.; Ed A. Johnson, Jr., E. A. Johnson & Co.; Cedric Sheerer, Ruffner, McDowell & Burch, Inc.; Harold L. King, J. Aron & Co., Inc.; Jack W. Schimelpfenig, S. L. Jones & Co.; Dick Wear, S. F. Pellas Co.; and Bill Fennerin, Hard & Rand, Inc.

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■ ■ Miller M. Riddle, western division manager of Thomas J. Lipton, Inc., was elected president of the Western States Tea Association at their last meeting. Other officers selected were Paul F. Mitsch, secretary and treasurer; Carleton E. Corey, of Standard Brands, Inc., vice president; and C. S. Martin, of Henry P. Thomson, Inc., to the board of directors.



The Christmas party of the association was the last meeting over which Ed Spillane presided. He was given a vote of thanks by the board of directors for a job well done and this vote was confirmed by all those present at the party. Ed turned over the gavel to his successor, Miller.

The luncheon included the usual fine food and refreshments, a Santa Claus and a good holiday program.

■ ■ The top fishing story to date from this section of the coffee world is the winning of the prize for the largest fish caught at the NCA convention by Olin K. Howell, of Ziel & Co. The fish was seven feet nine inches in length. Other prizes were for the smallest and the most unusual. Every available boat in the harbor was taken over and the event was one of the important diversions of the convention. Olin's prize was a very beautiful Royal Copenhagen vase.

Coming in for a photo finish was the catch of John Roddy, just seven feet, a length which deserves a good hand. Incidentally, John said that the convention was one of the best handled of any he ever attended. The fun was balanced with the serious, everyone was well taken care of, and profiting greatly by the event.

■ ■ Jess Dingman, of the Defiance Tea & Coffee Co., Portland, spent the holidays in San Francisco looking up old friends on coffee row.

■ ■ Paul Ahrens, of Irwin-Harrisons-Whitney, Inc., was in San Francisco after spending some months during the tea season in Japan. He had this to say about Japan, that they do not want involvement in the war. They are recovering at a rapid rate, and there, as in this country, the Korean war stimulated their business and prices. A great deal of money has been spent by the United States in Japan, and this has helped their economy greatly. The attitude of the Japanese has never been better toward Americans.

Tea production is increasing slightly every year. Much of the tea land, as well as other land, was devoted to the raising of food crops during and after the war. Tea plantings have been slow

in coming back. The total of 1950 tea exports to the United States was somewhat under 1949, due to the fact that much was shipped to North Africa. However, tea in any grade is available at nominally higher prices.

The sale of green tea in the United States is holding its own, but actually per capita consumption is going down in the face of known increases in consumption by the public of other grades. The Japanese must stick to green tea, however, because of the adaptability of the soil to that type. While the Japanese are drinking more black tea, yet they are the principal consumers of their own green tea. Paul will be here until April, when he expects to return to Japan on the President Wilson.

■ ■ Harry D. Maxwell gave a Christmas luncheon at the Bohemian Club in the form of a go-away party to John H. Neumann, Jr., of Santos and Orin Nye, of Hard & Rand, Inc.'s Colombia office. The guests numbered about 35 and included members of the trade in San Francisco.

■ ■ Morris Buckingham, of the Alexander Barlart Co., was elected president of the San Francisco Coffee Club at the annual Christmas party given at the California Country Club. Cedric Sheerer, of Ruffner McDowell & Burch, Inc., was elected secretary and treasurer. The new directors are William Seely, of J. A. Folger & Co., and Ed Johnson, Jr., of E. A. Johnson & Co. Because it was raining there was no golf, but the members tried to make up with indoor fun.

A great tribute was paid to James A.

DeArmond when the boys rose, gave him a hand and sang, "For he's a jolly good fellow." Bill Lynch, eyes awinkle, rose and proposed a vote of no confidence to Ed Pattinson, but was shouted down.

In a raffle with many prizes, Joseph Hooper was chosen to draw the winning numbers. After he had won two bottles of fine liquor for himself, the crowd cried collusion, and Jimmie DeArmond was selected to take his place. The prizes were mostly bottled in bond. With the \$75.00 overage from ticket selling, drawings continued until all was disposed of. Among the visitors were Charles Nonemacher, of the Jewel Tea Co.; Ed Manning, of Mannings, Inc.; Roy Cuneo, of M. J. B.; Orrin Nye, of Hard & Rand, Columbus.

The chairman of the evening was Leo Cavasso, Jr., with Herbert Hills, Jr., as chairman of the entertainment committee.

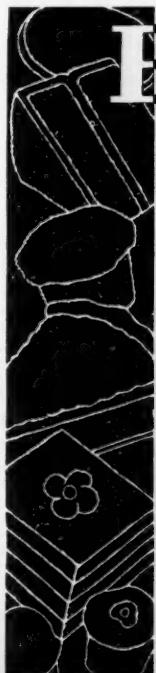
Southern California

By ANDREW S. MOSLEY

■ ■ Haas, Baruch & Co., packers of Iris Coffee and Tea, are now presenting their Iris Tea bags in a new and appealing package. Their new design is easily identified with its bright red background and a reverse black panel in the center. An extra trade allowance is being allowed grocers on purchases of tea bags for a limited time.

■ ■ Floyd Williams, of J. A. Folger & Co., Los Angeles, was recently re-elected director of the Food Industries Sales Managers Club for 1951.

(Continued on page 71)



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New Orleans Notes

By W. McKENNON

■ ■ Arthur Ransohoff, of the A. L. Ransohoff Co., New York City, spent several days visiting the trade in New Orleans en route to the convention.
 ■ ■ Louis Begnaud, of the Mello-Joy Coffee Co., Lafayette, La., and Mr. and Mrs. H. A. Lafaye, of Lafaye & Arnaud Coffee Co., New Orleans, attended the convention.
 ■ ■ R. C. Maceo, of the Texas Coffee Co., Beaumont, Texas, was a visitor in New Orleans recently.
 ■ ■ Mr. and Mrs. Lloyd K. Cummings and E. F. Norman of J. A. Folger & Co., Kansas City, Mo., stopped here for a brief visit on their return from the convention.
 ■ ■ Irving MacDonald, of Chicago, was in New Orleans recently, visiting the office of J. Aron & Co., Inc., with which he is now connected as representative in the Chicago territory.
 ■ ■ Following the convention, Mr. and Mrs. Felix Vaccaro and Mr. and Mrs. Harry Stern, of Harry Stern & Co., Chicago, motored to Key West, stopping to enjoy many points in the Florida fishing haven.
 ■ ■ J. S. Levy, of J. Aron & Co., Inc., has returned to his desk, after being away from the office for about two weeks.
 ■ ■ Leo Zander, of Zander & Co., Inc., with Mrs. Zander, spent a brief vacation at the Sea Isle in Miami following the convention, which they attended with Mr. and Mrs. Alvin Zander.
 ■ ■ Mr. and Mrs. Rodolpho Wagner of Barros, Mello & Cia, Ltda., Santos, visited in New Orleans and conducted business for his firm after attending the convention at Boca Raton. The Wagners also visited in Miami and plan to take in Chicago, New York, the West Coast and Europe before returning to Brazil.

Due to the unexpected illness of Harry X. Kelly, of the Mississippi Shipping

Co., active leadership of the New Orleans Board of Trade has been assumed by W. C. Englisbee, first vice-president. Mr. Englisbee has presided at the Board of Directors meeting and also at several committee meetings. In addition he represented the organization at the dedication of a monument commemorating Democracy vs. Communism and Socialism Week.
 ■ ■ Walter J. Gagnet, of the Dupuy Storage & Forwarding Co., was recently elected secretary of the New Orleans Merchandise Warehousemen's Association, Inc.

■ ■ A. M. Sullivan of H. L. C. Bendiks, Inc., New York City, recently visited the New Orleans office and while here got in a little fishing.
 ■ ■ Friends and acquaintances in the trade here were saddened by the death of Mose Holland in December. Mr. Holland was president of the San Antonio Coffee Co., San Antonio, Texas, and had been associated with J. Aron & Co., Inc., New Orleans, for some time previous to his San Antonio residence.

■ ■ Phil Ricks, of A. C. Ricks & Co., enjoyed the convention more than usual this year. His six-foot four-inch sail fish catch made him runner-up in the sailfish tournament, and landing it from one of the club cruisers was good sport.
 ■ ■ C. C. Ducote, owner of the Decoy Coffee Co., San Angelo, Texas, with Mrs. Ducote visited in New Orleans recently making Leon Israel Bros., Inc., his headquarters while here.

■ ■ Louis Castaing, of Leon Israel & Bros., Inc., has returned from a business trip through Texas where he called on his many friends and customers.

■ ■ J. P. Marks recently made a trip to the interior in the interests of his firm.
 ■ ■ Captain J. W. Clark, assistant to the president of the Delta Line, and Francis L. de la Houssaye, economic advisor, who have just returned from a four-month inspection trip in West Africa, paint an

optimistic picture for future trade between that region and United States Gulf ports.

Mr. Clark and Mr. de la Houssaye were in West Africa to study trade possibilities and to observe the Delta Line's feeder service along the Gulf of Guinea area, which they report has been very successful. This territory as a whole is emerging from the ore commodity stage, with such products as coffee, bananas, cocoa, wood, palm oil and kernels, rubber and mineral deposits gaining trade importance.

St. Louis

By LEE H. NOLTE

■ ■ As always, the Christmas Party of the St. Louis Coffee Club was a huge success. There were plenty of fine prizes, a very delicious supper, with everything included that goes to make up a fine meal. Of course, there was music and dancing, and a very fine time was had by all.

■ ■ Frank Ryan needs no introduction, because he has been an active coffee broker in this market for many years. For about two years, Frank has been home ill and recently was taken to the Mount St. Rose Hospital. As a warm, friendly feeling at Christmas, the coffee roasters and coffee brokers of this market made up a sizeable purse which was sent to Frank just before Christmas. He expressed a very deep appreciation.

Frank has been able to conduct some business from his bedside.

■ ■ The last regular meeting of the St. Louis Coffee Club was a very interesting one because the Tea Bureau provided a film. Those present agreed it was very educational and entertaining.

Jim Kissane, of the Chicago Coffee Club, and our president, Jim Coleman, have been getting their heads together with the idea of developing a golf tournament for the Mississippi Valley during the coming golf season. They have our best wishes and we hope they succeed in their plans, as we believe it would be a good thing for all the clubs concerned.

As usual, a good meal was served with all refreshments and everyone had a good time.

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Chicago

By JOE ESLER

■ ■ The staff of the American Can Co. held their annual Xmas celebration at the Morrison Hotel with more than four hundred present to enjoy the festivities.

■ ■ Mrs. Ruth Mills won the world's most costly Xmas tree, literally worth \$10,000. The tree, from which hung 10,000 dollar bills, was awarded by the Kroger Food Co. to Mrs. Mills as a winner of a contest for listing the reasons why their stores were the choice of shoppers.

■ ■ J. W. Alsdorf, president of Cory Corp., has just announced the appointment of H. R. Fischer as plant superintendent of the recently acquired Nicro Steel Products Co.

■ ■ Walter Callahan of Swanson Bros. will spend his winter vacation in Florida.

■ ■ At the 20th annual meeting, the Chicago Food Manufacturers Pool Car Group, pioneer shipping organization familiarly known throughout the food industry as Big Ten, elected the following officers for 1951: Warren Hammer, president; Donald Albrecht, vice president; Wm. A. Lach, treasurer; Dave Baxter, secretary.

■ ■ Construction of a new addition at the Chase & Sanborn coffee plant is underway. Standard Brands Inc. has announced. Shipping and receiving from the enlarged plant will be facilitated with provisions being made for eight new dock loading doors at the south end of the new addition. Additional railroad cars will be able to be placed on the siding adjacent to the plant.

■ ■ The purchase of 22 super markets and seven luncheonettes by National Tea Co. from Gamble-Skogmo, Inc. was announced by Harley V. McNamara, president of National Tea and B. C. Gamble, board chairman of Gamble-Skogmo.

■ ■ Polak & Schwarz, Inc. announces

the appointment of Mr. Frank J. Micek to the staff of its Chicago office. Mr. Micek will act in the capacity of technical sales representative, serving P & S flavor customers in the mid-west territory. The addition of Mr. Micek's services continues the policy of P & S to render technical assistance by experienced personnel.

Southern California

(Continued from page 69)

■ ■ Southern California members of the coffee trade recently returning from the convention at Boca Raton included Bill Waldschmidt, Roy Farmer, Walter Emmerling and Ray Bradt.

■ ■ A large turnout from the coffee trade, including members of the allied industries, attended an informal dinner held at the Chevy Chase Country Club.

■ ■ The Southern California Coffee Roasters' Association met at the Jonathan Club, with President William White presiding. Full attendance was on hand and all evidenced much interest in hearing Roy Farmer and Walter Emmerling relate the interesting experiences at the convention in Florida. It appeared that all were unanimous in the opinion that this convention was one of the most capably managed and interesting that had been held for a long time.

■ ■ Our scouts and spies report that Waldschmidt, Farmer and Emmerling really rode in style in Miami as special guests of the Mayor.

■ ■ Part of the roaster declines in late October and early November were recovered this month (December) with vacuum can coffees advancing 4 to 5¢ per pound, to present day lists of about 85¢. No changes were made in list prices of packaged coffees, with the institutional and restaurant trade advancing 2 to 4¢. Regular shelf prices of vacuum coffee at the 83¢ level the last 60 days has apparently gone by the boards. Leading chains and large independents this morning, December 13th, advanced their shelf prices to around 87¢. It is easy to see

that on replacement costs these prices will have to advance probably to around 92¢ to 93¢. Southern California, apparently being no different than any other part of the country, is still experiencing week-end specials of vacuum-packed coffee at prices varying from 69 to 79¢. As has been evidenced before, this cycle usually terminates only when prices level off for some period of time.

■ ■ THOUGHTS OF THE MONTH

THE BRILLIANT AND ILLUMINATING SPEECH OF SENATOR ALLEN J. ELLENDER OF LOUISIANA AT BOCA RATON, AND THE FEELING THAT AT LEAST SOME SENATORS HAVE THE TRUE FACTS OF THE COFFEE PICTURE SO NECESSARY IN RE-ESTABLISHING TRUE INTER-AMERICAN RELATIONS.

■ ■ Moore-McCormack Lines were hosts to the coffee industry of Southern California and allied trades aboard the S.S. Mormacrey. Cocktails and a delicious buffet supper were served and all present enjoyed themselves, as they usually do at these festive ship gatherings. Among those present were Leonard and Irving Koppell, Earl Lingle, Bernie Regan, Charles and Frances Mack, Walter Dunn, Don Dunn, Mr. and Mrs. Forten of Otis McAllister, Bill Morton, Bill Close, George Smith, Mr. and Mrs. Walter Chapman, Mr. and Mrs. Charles Nonemacher, Rube Asland and Vic Cain.

Minneapolis

By HARRY P. RILEY

■ ■ A delegation of Minneapolis and St. Paul coffee men, headed by Henry Atwood, president of the Atwood Coffee Co., Minneapolis; president of the Northwest Coffee Roasters Association, attended the annual convention of the National Coffee Association.

Others in the party were David Platter, manager of the coffee department of the Red Owl Stores; John Hanson, manager, Nash Coffee Co.; Harold Goth, St. Paul manager of the coffee department of the Twin City Wholesale Grocery Co.; Eb Rendahl, manager of the coffee department of the Winston & Newell Co., and Robert M. McGarvey, president of McGarvey Coffee Co., Minneapolis.

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